FEBRUARY 3, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

we're sorry,*

but it's so . . .

For weeks our researchers—very diligent people—have been poking carefully into BMB's report on WOR. They find—

1. *that in the 40 counties in 7 states with retail sales greater than 100 million dollars each*

WOR outranks any other N. Y. station

in total BMB Station Audience in the daytime and exceeds by more than 1% the next highest ranking station at night.

2. *that in the 5 counties in 3 states with retail sales greater than one-half billion dollars each*

WOR outranks any other N. Y. station

in total BMB Station Audience in the daytime and exceeds by more than 1% the next highest ranking station at night.

**we mean, as far as our competitors are concerned.*

NOTE: If you would care to have any facts or figures to prove or amplify the statements made above, just call PE 6-8600; or write, WOR—that power-full station, at 1440 Broadway, in New York. As a matter of fact, you *should* be asking us more about how BMB affects your own or your client's radio buying.

Mutual

This is **JOHN ACKER**
of near Muncie, Indiana

JOHN ACKER and family have an 80-acre farm in Delaware County, Indiana. They have owned this place for 20 years and have well over $3,000 invested in machinery. Using a piece of nearby land with their own 80, the Ackers had 50 acres in oats and 42 in corn last season. They raised 100 hogs for market, along with 200 chickens, and they milk five dairy cows.

Through alert, thrifty farming and marketing, they have established a very comfortable 5-room home with a completely modern kitchen—electric range and refrigerator, water softener, fluorescent lighting, hand-made cabinets. A new forced air heating system adds to the comfort of the home.

For 20 years, John Acker, his wife and son, Allen, have been WLS listeners and Prairie Farmer readers, appreciating the markets and weather especially, enjoying Mac and Bob, Dr. John W. Holland, Art Page and Dinner Bell, and all the WLS National Barn Dance favorites. More than once, John Acker, following the market reports daily, has made extra cash through getting top prices for his hogs.

It is on this home and this family, and the homes and families like them throughout Midwest America, that the microphones of WLS have been focused for 23 years. It is our intimate interest in their problems, the service and entertainment we give them, that have made them such loyal listeners to WLS . . . and upon loyal listeners depend advertising results.

The Acker farmstead.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company. Affiliated in management with KOY, Phoenix, and the ARIZONA NETWORK . . . KOY, Phoenix . . . KTUC, Tucson . . . KSUN, Bisbee-Lowell-Douglas

WE'RE GROWING BIGGER

28% more advertisers are buying WPEN than one year ago.

There's good reason.

WPEN's alert staff is building programs that win and keep listeners—a rich fare of music, sports, mystery, news and special events. Philadelphians eat it up.

That's why advertisers find WPEN a master key to Philadelphia homes. This progressive station—owned and operated by *The Evening Bulletin*—pleases all ages, tastes and incomes. WPEN is going ahead fast. Are you with us?

950
WPEN
PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

THE EVENING BULLETIN STATION

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
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BROADCASTING... at deadline

Closed Circuit

ADD TO NAMES actively under consideration by President Truman for appointment to Porter vacancy on FCC: Ex-Sen. James M. Mead (New York Democrat who was defeated for governor by Thomas E. Dewey). Others in forefront: Commodore E. M. Webster, former Coast Guard communications chief and ex-FCC assistant chief engineer; Paul Goldsborough, former president of Aeronautical Radio Inc. and now a TWA communications executive.

IF HE HASN'T already done so, FCC chairman Charles R. Denny will recommend to President Truman that Commissioner Ray C. Wakefield of California be named to succeed himself for another seven-year term effective June 30. Even if nomination ensues, confirmation is far from automatic since new Republican majority in Senate isn't at all satisfied with Republican appointments to independent agencies made during New Deal.

FROM OTHER quarters comes word that Thad Brown Jr., son of late FCC commissioner and now practicing law in Washington, will be urged for Wakefield post by regular Republican stalwarts. Like his father he is an Ohio Republican, and his mother is most active in Republican Committee circles.

UNDER SPUR of Republican National Committee Radio Director Ed Ingle, many new Republican Congressmen resorting to transcribed weekly broadcasts to constituents. Less than 30 Republicans used transcriptions that way last term. Now nearly 100 are doing regular stints for home-town stations, usually 10 minutes, either direct talks or via interview techniques.

PHASE 2 of CBS-Fort Industry transaction completed last week with signing of affiliation contract whereby 10 kw WGBS Miami switches from ABC effective June 15. Simultaneously WWVA Wheeling shifts to CBS. No contractual understanding yet reached on switch of WAGA Atlanta, third Fort Industry station, from ABC to CBS though such conversations may open in June—six months ahead of expiration of affiliation of WGST Atlanta with CBS, as required under FCC rules. This switch, nevertheless, regarded as likely, with WQAM Miami, WKWK Wheeling and WGST moving to ABC.

COMPLAINTS mounting again over purported "gestapo" tactics of FCC field investigators. From several quarters recently have come reports that Law Dept. minions are doing everything short of intimidating stations in quests for evidence pertaining to license renewal and other broadcast station proceedings. Such reports are finding their way to Congress and may figure in impending scrutiny of FCC activities.

REMEMBER Jerome H. Spingarn whose meanderings in and out of FCC's War Prob-

(*Continued on page 86*)

Upcoming

Feb. 10-11: NAB Legislative Committee, Mayflower Hotel, Washington.

Feb. 13: NAB RMA Liaison Committee, Mayflower Hotel, Washington.

Feb. 14: FMA Executive Committee, FMA Hdqtrs., Washington.

Feb. 18-19: NAB Public Relations Executive Committee, Statler Hotel, Washington.

(Other Upcomings page 85)

Bulletins

NEGOTIATIONS between Local 802, AFM, and networks in New York recessed Friday afternoon until Feb. 3 with no agreement in immediate sight (see earlier story page 17). One network negotiator said union had demanded "considerably more" than 20% increase in wage scales and networks had offered, in counter-proposal, "considerably less."

PURSUANT to suggestion of FCC Chairman Denny (see story page 18), CBS Friday sent letters to Commission, Du Mont and Philco offering CBS field equipment for tests of CBS uhf color signal in Saugerties, Poughkeepsie, Newburgh, West Point, Peekskill, Nyack and Yonkers (points suggested by Du Mont) inviting them to send representatives to meeting at CBS at 3 p.m., Feb. 4. If agreeable to others CBS proposes tests run Feb. 5-9. Invitations also sent E. W. Engstrom, vice president RCA Labs., and to K. A. Norton, Bureau of Standards.

FREEPORT FINAL GRANT

PROPOSED DECISION to grant Freeport Broadcasting Co. application for new 1-kw daytime station on 1570 kc at Freeport, Ill. [BROADCASTING, Nov. 11] made final Friday, with mutually exclusive application of Kenneth G. Zweifel denied. Grantee firm owned by Vincent S. Barker, WNBC New York assistant engineer in charge, and Mrs. Barker.

Business Briefly

PABST BASEBALL ● Pabst Sales Co., Chicago, April 15 starts New York Giants baseball games on WMCA New York, with play-by-play by Frankie Frisch and Steve Ellis. Agency, Warwick & Legler, N. Y.

WINE SPOTS ● Fruit Industries Ltd., Los Angeles (F I Special Wines), Jan. 26 began 15 spots weekly on WTMJ and WEMP Milwaukee. Plans underway for other markets. Agency, Schoenfeld, Huber & Green, Chicago.

BING CROSBY MOVES INTO HOOPER'S FIRST FIFTEEN

BING CROSBY'S transcribed program on ABC last week came back into first 15 evening programs in Jan. 30 program Hooperatings report, first time since initial Oct. 16 broadcast. Program was No. 11 last week.

Bob Hope was in first place, followed by Fibber McGee and Charlie McCarthy. Average evening sets-in-use, 33.6, was down 1.0 from last report and up 0.5 from year ago. Average evening rating was 10.9, down 0.4 from last report, up 0.4 from last year.

MBS OFFICIALS SEE TRUMAN

MUTUAL board held regular meeting in Washington Friday. Later net officials conferred briefly with President Truman. In group were: Edgar Kobak, MBS president; E. M. Antrim, Chessor Campbell, Lewis Allen Weiss, Willet H. Brown; John Shepard 3d, Linus Travers, H. K. Carpenter, Benedict Gimbel, Alfred J. McCosker, Theodore C. Streibert, J. E. Campeau, Robert D. Swezey, James Wallen and Charter Heslep.

STATE DEPT. starts Russian language program Feb. 17, beamed to Moscow-Leningrad area. Programs will originate in New York for re-transmission through three 85,000 w Munich transmitters, consisting of world and U. S. news, music, discussions, interviews.

Phila. Bulletin Buys Record, Gets WCAU

SALE of strikebound *Philadelphia Record* and *Camden* (N. J.) *Courier-Post* by J. David Stern to *Philadelphia Bulletin* for between $10,000,000 and $11,000,000, announced last weekend, carries with it transfer of 50,000 w WCAU Philadelphia to *Bulletin* ownership. That aspect of transaction, of course, is subject to FCC approval and to sale by *Bulletin* of WPEN, regional, which it acquired two years ago from Arde Bulova for $620,000.

Mr. Stern, liberal publisher who had championed labor cause, gave up ghost after Newspaper Guild had remained on strike for three months. His Saturday editions carried announcement he was suspending publication of both Philadelphia and Camden papers and had disposed of properties and stock to *Bulletin*, headed by Robert McLean, president also of Associated Press. Mr. Stern said he could no longer economically operate newspapers.

Courier-Post Co. owns 92% of stock of Record Co., which is licensee of WCAU, purchased by Stern from Dr. Leon Levy and his brother Isaac D. Levy only last fall for a gross figure of $6,000,000. There was approximately $3,000,000 in quick assets and real estate, however, and transfer of station to Bulletin was computed at exact cost to Stern interests on bare bones basis. Entire deal was brokered by Albert H. Greenfield, investment banker and real estate operator who formerly owned control of WFIL, sold last year to *Philadelphia Inquirer*.

Bulletin has not yet begun negotiations for sale of WPEN, which operates independently on 950 kc with 5,000 w. WCAU, on 1210 kc clear channel with 50,000 w, is CBS outlet. Transfer application to be filed within 30 days.

KCMO

KANSAS CITY 6, MISSOURI

Basic ABC for MID-AMERICA

NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.

We'll Do It Every Time

MAKE THE MOST OF YOUR TIME DOLLAR IN OMAHA-COUNCIL BLUFFS

Service Performance Results

KFOR ★ STUART STATIONS ★ WDGY
KOIL

Continuing the over-all programming, drive and know-how that placed KOIL among ABC's top stations during 1946—and determined to advance its position during 1947—KOIL repeats with assurance of complete success: If you want to make the most of your time dollar in the Omaha-Council Bluffs area; if you want service, performance and results, contact us or our national representatives—because we'll do it every time!

CHARLES T. STUART
Pres. & Executive Dir.,
Offices Stuart Bldg., Lincoln, Nebr.

EDWARD PETRY & CO., INC.
National Representatives

W. J. NEWENS
Station Manager

BROADCASTING
TELECASTING

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At Washington Headquarters
SOL TAISHOFF
Editor and Publisher

EDITORIAL
ROBERT K. RICHARDS, *Editorial Director*
Art King, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Lawrence Christopher, Peter H. Denzer, Paul Fulcomer, Irving Kipnes, Kathryn Swanson, Mary Zurhorst; EDITORIAL ASSISTANTS: Margaret Elliott, Elizabeth Jo Hailey, Cleo Kathas, Frances Tymann; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Tom Stack. AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE
BERNARD PLATT, *Director*
Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold, Mary A. Cook.

PROMOTION
WINFIELD R. LEVI, *Manager,*

NEW YORK BUREAU
250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Hilliard H. Wolfe Jr., Patricia Ryden, Dorothy Macarow.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

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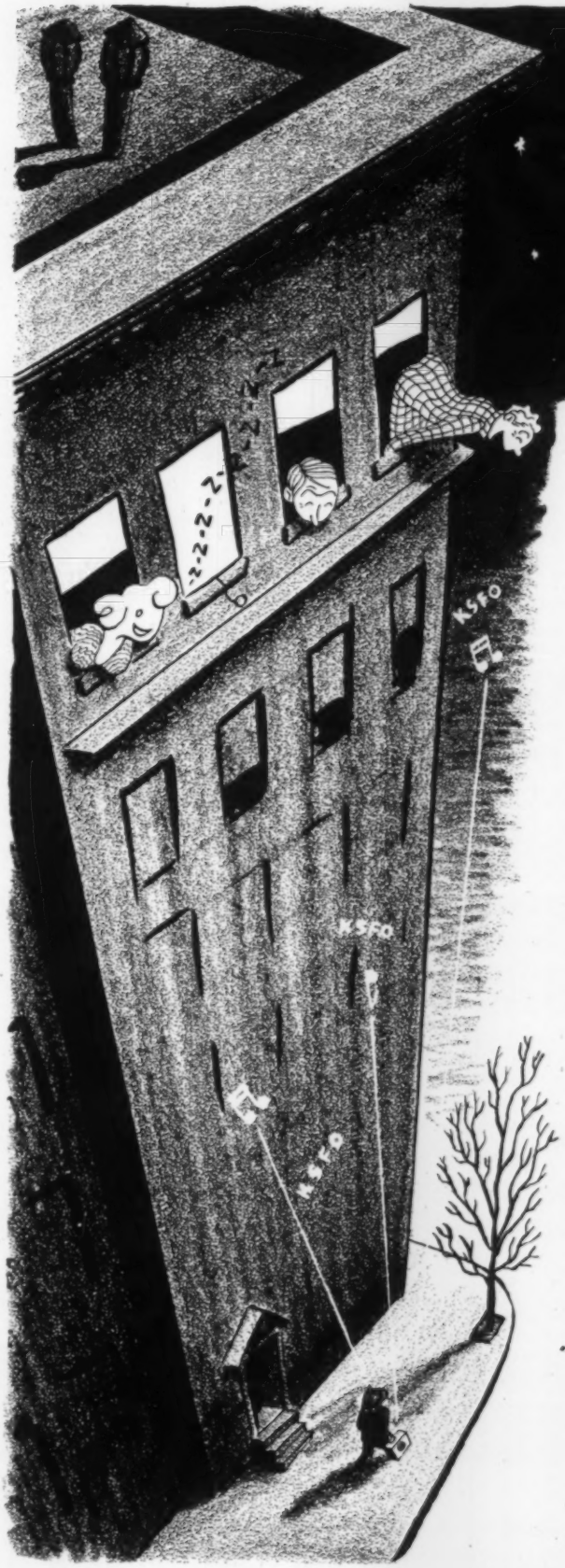


(Nearly) EVERYONE LIKES MUSIC

3 out of 4 prefer KSFO

KSFO'S preponderance of expertly balanced music programs reflect the preference of San Francisco-Oakland Bay Area listeners. That's one reason 3 out of 4 said they prefer KSFO to any other Bay Area independent station, according to a recent impartial survey of 4000 Bay Area radio homes.

Top-name advertisers are thriving on KSFO'S "music-preferred" audience. Department stores, brewers, bottlers, manufacturers of all kinds of consumer goods and many others, all have found "Music Hath Charms" to sell Bay Area buyers . . . economically, effectively and constantly. Yes, the trend is to MUSIC—and KSFO has the music.

Write KSFO or ask any Universal Radio Sales representative for KSFO'S Music Story.

560 KSFO
SAN FRANCISCO

URS

NEW YORK • LOS ANGELES • CHICAGO • SEATTLE

CONCEN

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WJR	Detroit	CBS
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	ABC
KARM	Fresno	CBS
WONS	Hartford	MBS
KPOA	Honolulu	T.H.
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWCO	Waterbury, Conn.	MBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

Concentration, as defined by Webster, means to *focus,* to draw to a common center. Spot Radio gives your product this focus and compelling power where and when you need it.

It allows you to direct your advertising campaign to a receptive audience in a given territory. Today, when one of the big sales problems is keeping abreast of distribution, more and more advertisers are using Spot Radio. That is why more and more advertisers are using the stations listed.

REPRESENTED NATIONALLY BY

* * * **EDWARD PETRY & CO., INC.** * * *

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

NTRATION

WRRF

IN THE HEART OF THE BRIGHT LEAF TOBACCO BELT

A radio station is only as good as the market in which it is located. WRRF is located in Washington, North Carolina, in heart of Eastern North Carolina's Bright Leaf Tobacco Belt. This region is recognized as one of the most fertile and wealthy agricultural regions in the nation.

It is a market of 600,000 persons with a better than average per capita income that increase year after year. WRRF reaches this "as good as gold" market through 67,000 radio homes. These listeners depend upon WRRF for national programming over the ABC Network. Local advertisers in Eastern North Carolina have long realized that they get the best returns from their advertising dollars when they are used on WRRF.

Write us today for complete information on the wealthy Eastern North Carolina Market.

FORJOE & CO.
National Radio Representatives
NEW YORK . CHICAGO
LOS ANGELES

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina

Feature of the Week

A NEW Children's Block will be built early this year at Austin Hospital, Melbourne, Australia, from funds collected by 3KZ, Melbourne independent commercial station.

All funds for the new section have been donated by 3KZ's radio audience. The station has collected over $130,000 in the last three years from radio appeals.

Returns From Pageant

Hospital and other charitable funds were augmented this year with proceeds from the annual Christmas "Carols by Candlelight" program, held in Alexandra Gardens and attended by over 250,000 persons. Approximately $68,000 was realized from the pageant and from the all-day Christmas appeal on the station, 60% of the sum going to the Hospital Fund.

The "Carols by Candlelight" festival was held Christmas Eve, featuring the Vienna Boys Choir (the group has been living in Melbourne since 1939), the Melbourne Mixed Quartette, and outstanding Australian soloists, in addition to an orchestra and the audience of thousands who joined in a number of the carols, each holding a lighted candle throughout the ceremony. There was also a pageant presented based on the activities of the Red Cross through the years.

The festival was broadcast in Australia and shortwaved to the U. S., and Australian occupation forces in Japan and Europe.

Syd Morgan, managing director of 3KZ, at the microphone for the Christmas Day appeal

From 10 p. m. Christmas Eve until midnight Christmas, the air was cleared of all sponsored programs.

Special Christmas shows were presented, and throughout that time, the staff voluntarily made appeals for the charity fund. Both the Candlelight ceremony and the Christmas Eve and Christmas Day programs are annual traditions, with an all-time high hit this year in financial returns.

Sellers of Sales

THE NEW YORK Radio Executives Club, an organization which now boasts an impressive roll of members, owes its existence at least in part to Arthur Sinsheimer, director of radio and television for Peck Adv.

Eight years ago, when the club was being formed out of what had begun as an informal Broadcasters Bull-Session series of luncheons, Mr. Sinsheimer became its first elected president. He did not like to stray from the radio business for even so long as a lunch hour.

Mr. Sinsheimer's affection for the broadcasting art extends beyond the call of duty. He confesses that he is a rabid radio fan and, on occasions, has gone so far as to bar guests from his home in order to listen to a favorite program.

He has been associated with Peck Adv., in charge of radio, since the early twenties.

Prior to that he worked for the *Dry Goods Economist* as an information man and simultaneously wrote a radio column for about nine manufacturers' trade papers.

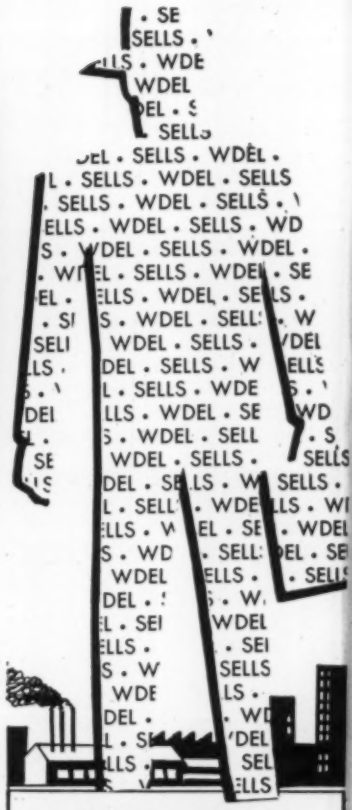
He attended Columbia U. School of Business, and after graduation taught advertising and selling for six years at the University.

ARTHUR

Mr. Sinsheimer not only buys radio time but also personally supervises or produces every program that the agency produces for its clients. He handles the following accounts: Beverwych Breweries, Old Dutch Coffee, Parker Watches, Durex Razor Blades and Templetone Radio Corp.

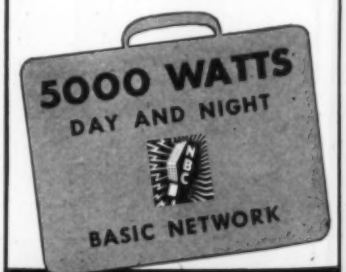
The Sinsheimers have been married for 27 years. They have two daughters, Jane, 25, and Joyce, 20, and a pair of redheaded, twin-20-month-old granddaughters, the children of Jane.

Boating and photography are listed as his hobbies, but he claims radio as his favorite indoor sport.



WDEL
Wilmington, Del.
SELLS

WDEL sells profitably for many advertisers in the prosperous area including Delaware, southern New Jersey, parts of Pennsylvania and Maryland. Your advertising dollars are wisely spent on this business-getting station.



Represented by
RADIO ADVERTISING COMPANY
New York • Chicago • Dallas
San Francisco • Hollywood

BASEBALL

AVAILABLE IN WASHINGTON, D.C.

(SUBJECT TO PRIOR SALE)

Last year's Hoopers were as high as 14—and averaged better than any baseball Hoopers we've seen. Share of audience often exceeded 50%.

You can have all the games . . . or co-sponsor them. Entire package includes at home games, wire re-creation of out-of-town games, two announcers, car cards, newspaper advertising, store signs—a complete, well-rounded, red-hot merchandising selling promotion.

Pick up your phone and call National 7203, in Washington. Ask for Ben Strouse. Or contact any Forjoe office. But hustle if you want a home run in sales in this big league town.

Keep your eye on

WWDC

IN WASHINGTON, D. C.

Coming soon WWDC—FM

Represented Nationally by FORJOE & COMPANY

Listening
ERDOES

isn't a matter of GEOGRAPHY

In the Great Northwest and the Great Southwest,
Most Listeners Listen Most of the Time to NBC

Geography makes a great difference in many things in the vast and fertile expanses of the Pacific West. But not in radio listening preferences. From Canada to Mexico, favorite programs indicated by every poll are those broadcast by one of the 31 stations making up NBC Western Network. Take, for instance:

★ ★ ★

KGHL, Billings, broadcasting to 102,950 homes in 35 counties of Montana's rich Midland Empire. 99% of radio families in this area told the All-County Survey that they *listen most* to KGHL, and a Robert S. Conlan 8,376 full-week coincidental last year found 95% of sets in use turned to the station. With 5,000 watts on 790 kc, KGHL for two decades has covered more territory than any other station between the Dakotas and the Pacific. One hundred and fifty local advertisers use KGHL, whose files bulge with testimonials from successful sponsors.

KTSM, El Paso, Texas, just north of the Mexican border. Hooper's latest coincidental among El Paso's 125,000 population shows KTSM averaging 70% of the overall tune-in—a confirmation of the All-County index wherein KTSM received 89% and 77% of the respective night-and-day "listen most" vote. KTSM delivers the three counties of the Texas panhandle and three adjacent counties of New Mexico. Meat and mining, clothing and cement, railroads and tourists are mainstays of this area's economy. Effective buying income per El Paso family is 20% above the national average, giving extra purchasing power to the rich market KTSM dominates.

★ ★ ★

They don't look alike, these typical areas of Northwest and Southwest. But their listening is the same. And as it is in 29 other primary Western markets, that listening is overwhelmingly *NBC Western Network.*

NBC WESTERN NETWORK
HOLLYWOOD SAN FRANCISCO
THE NATIONAL BROADCASTING COMPANY

A Service of Radio Corporation of America

A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

● Bees, Bears, or Business—it's *personal contact* that counts! Thanks to constant and intensive personal contact, we of Free & Peters really *know* our stations and their markets. We know them as well as you agency men know your clients, and vice versa!—therefore know enough to represent them accurately and exactly, rather than to mis-represent them in any way whatsoever.

Sure, that kind of personal contact requires extra effort. But we're sure you know the *extra results* it produces—for you.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

CHICAGO: 180 N. Michigan Franklin 6373 | NEW YORK: 444 Madison Ave. Plaza 5-4130 | DETROIT: 3463 Penobscot Bldg. Cadillac 4255 | SAN FRANCISCO: 58 Sutter Sutter 4353 | HOLLYWOOD: 6331 Hollywood Hollywood 2151 | ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
TELECASTING

VOL. 32, NO. 5 WASHINGTON, D. C., FEBRUARY 3, 1947 $5.00 A YEAR—20c A COPY

NAB Starts Action to Strengthen Code

Committees Called To Draft Rigid Standards

By J. FRANK BEATTY

SELF-REGULATION of broadcast advertising and program standards, crippled by the FCC's pointed rebuke in the 1945 WHKC ruling and by fears of antitrust action, will come up for a complete overhauling by the NAB.

Forced out into the open forum of the NAB convention last October by William S. Paley, CBS board chairman, the whole subject of an industry code will be taken up by the NAB Standards of Practice Committee, which meets March 5 in Washington. The meeting was called Thursday by President Justin Miller.

Jones Is Chairman

Also called to Washington for a meeting March 6-7 is the NAB Program Directors Executive Committee, of which Merle S. Jones, WOL Washington, is chairman.

The standards committee, appointed in late 1946, does not have a chairman. High on the list of names mentioned for the post by broadcasters is Mr. Paley. The CBS chairman's plain-spoken convention talk, followed by a network broadcast in the same vein, focused attention on his selection to the committee leadership.

Though NAB for many years had operated under the original code and the revised standards adopted Aug. 7, 1945, and amended Jan. 3, 1946, fear of FCC reprisals and Dept. of Justice antitrust action has prevented broadcasters from actively enforcing rigid standards.

A series of discussions with FCC and Dept. of Justice officials is believed to have developed an understanding of broadcasters' desire to operate under a code carrying a set of enforcement teeth.

NAB officials have been quietly working on the project for months, stimulated by mandate last year from the board of directors along with sharp prodding from Mr. Paley and others, as well as a resolution adopted at the January area meeting of the three Pacific Coast districts [BROADCASTING, Jan. 13]. They desire to adopt standards so strict that FCC will not attempt further excursions into programming and censorship.

At its August meeting last year the NAB board authorized setting up of machinery designed to bring about more stringent self-regulation. Broadening of NAB activities was proposed. This would include creation of a program department in the association to take charge of this phase of broadcasting and develop information on industry practices as well as program types.

Difficult Job

Broadcasters have been catching criticism from all directions in their long-time effort to operate under standards which prevent advertising abuses and preserve program quality. Complaints range all the way from monopoly and station censorship screams of unions to the vocal barbs of anti-advertising and pro-government ownership groups.

The delicate task that confronts the standards makers is to draw up a document that will carry FCC and Justice Dept. blessing, prove operative under pressure from agencies and sponsors as well as intra-industry competition, give the public the type of programming it wants, and remove the cause of public criticism of the length, frequency and quality of commercials.

Then when this job is done, the standards makers must adopt legal means of enforcing the document. Mr. Paley suggested two enforcement measures in his October speech. First he proposed that it be enforced by "the spotlight of publicity." In this connection he proposed that once the code is adopted, the public should be informed of its existence by extensive and repeated campaigns of publicity and advertising.

Secondly, Mr. Paley suggested official action by NAB to keep stations and networks in line. He pointed out that the day has passed when stations or networks can operate without regard for fellow broadcasters, and that the prestige and reputations of those who operate with high standards are endangered by the faulty practices of the few.

Once a proposed set of standards is adopted by the committee it will be placed before the board of directors. Under an amendment to the NAB by-laws adopted at the October convention the board is empowered to promulgate standards.

Board Action

The FCC's blow against the original code was delivered after hearing UAW-CIO charges against WHKC Columbus for alleged censoring of programs and refusal to permit solicitation of memberships on the air. The proceedings were dismissed but in announcing the action FCC took NAB to task because of the code provision on such broadcasts.

Members of the executive committee are: Merle S. Jones, WOL Washington, chairman; E. R. Vadeboncoeur, WSYR Syracuse; Edgar L. Bill, WMBD Peoria; Herb Plambeck, WHO Des Moines;

(*Continued on page 84*)

Ask New Channel-Separation Plan

Engineers Consider FCC Standards Proposal Too Restrictive

FCC will be asked again to approve channel-separation standards which in many instances would permit operation of AM stations in the same city on frequencies only 30-kc apart.

The plan, supported generally by industry engineers in an FCC-industry engineering conference last Thursday, would involve a liberalization of the Commission's proposed revision of AM standards regarding frequency separation [BROADCASTING, Dec. 30].

Assignments on 30-kc separation in the same city would be possible, under the plan to be put before the Commission, if the stations' 250-millivolt per meter contours—the "blanket" contours—do not overlap. Transmitter separation would be the sum of the distances to the respective 250-millivolt contours, which would range from a fraction of a mile for a 250-w station to about four or five miles for a 50-kw outlet, officials estimated.

The plan which FCC will be asked to liberalize provides for assignment on 30-kc separation if the 25-millivolt contours do not overlap, thus in effect preventing 30-kc separation in the same city but permitting it in adjacent cities. Past policy has been against assignments in the same city on less than 40-kc separation.

Too Liberal

The 30-kc separation plan was suggested last summer in original discussions of AM standards revisions, but the Commission apparently regarded it as too liberal. Most engineers at the Thursday meeting, however, were reported to consider the Commission's plan too restrictive.

The frequency-separation portion of the proposed amendments brought the chief objections from the engineers, who, officials said, generally regarded other sections of the proposals as satisfactory.

Meanwhile, many industry engineers expressed doubt whether technical processing of all pending AM applications could be completed during the Feb. 7-May 1 "temporary expediting procedure" period—particularly if they must be processed on the basis of new engineering standards. It appeared likely that the Commission would have but two choices if all applications were not processed within that time: (1) designate the unprocessed applications for hearing, or, (2) keep the expediting procedure in effect past May 1. It was thought, however, that the Commission would be "very reluctant" to extend the May 1 date except as a last resort, although it was conceded that this would be a problem which only the Commission itself could decide.

The private engineers appeared generally to regard the proposed amendments of the standards as an improvement over existing standards. But many questioned whether it would be possible to make them effective now and still be able to complete the engineering work on

(*Continued on page 84*)

Approval of WJBK Transaction Asked

Hopkins Firm Seeking FCC's OK On Sale to Fort Industry

JAMES F. HOPKINS Inc. petitioned FCC last week for immediate consideration and approval of its $550,000 sale of WJBK Detroit to Fort Industry Co., subject to the condition that Fort Industry dispose of one of its present seven AM stations.

The petition pointed out that Fort Industry already has applied for approval of its sale of WHIZ Zanesville [BROADCASTING, Jan. 27]. It noted that if the Commission should fail to approve the WHIZ transfer, however, Fort Industry would seek another buyer, and, failing that, would dispose of some other station.

The WJBK transfer, the petition asserted, was advertised in conformity with the Avco Rule and no competing bids were submitted. As evidence of Fort Industry's financial qualifications, it noted that the company's net worth on Aug. 1, 1946, was $1,427,784.

WJBK is on 1490 kc with 250 w. It is owned by James F. Hopkins (45%), president and general manager, and Richard A. Connell (55%). The ultimate need for a television affiliate and the financial qualifications of Fort Industry to set up a video station in Detroit were cited among the reasons for the sale. Fort Industry has an application pending for Detroit television.

WHIZ, on 1240 kc with 250 w, has been sold to Southeastern Ohio Broadcasting System for $272,500 subject to FCC approval. Buyers are H. C. and Orville B. Littick, of the Zanesville *Time-Signal*, and Ernest B. Graham, attorney and businessman.

Puts Show on CBS

SUCCESS of a Chicago program, *Hint Hunt*, on WBBM that city as well as on WISN Milwaukee and WSBT South Bend, Ind., last week prompted Armour Packing Co., Chicago, to sign the show on CBS, Mon. through Fri. 2:45-3 p. m. effective Feb. 17. Armour has held off using network radio because of the soap shortage. *Hint Hunt* is owned by Chick Acree and Don Gordon who also are featured talent. Agency is Foote, Cone & Belding. Program will continue to originate from WBBM but will travel after first few weeks, agency said.

1,456 Time Signals

ONE of the largest time signal orders placed by Chicago stations was signed Thursday by WMAQ, NBC owned and operated station in that city, with Bulova Watch Co. through Biow Co. Contract is for 1,456 announcements. Pillsbury Flour Mills through McCann-Erickson, Chicago, also ordered 156 station breaks on WMAQ.

FCC Hit for Moving FM to 100 mc; Lemke Cites Needed Reforms

CHARGING that the FCC moved FM from the 50-mc to the 100-mc band despite an "overwhelming weight of evidence against such change," Rep. William Lemke (R-N. D.) told the House Interstate & Foreign Commerce Committee last week that the Commission "knowingly or unknowingly . . . granted a monopoly of radio broadcasting to four major broadcasting systems" by moving FM upward.

REP. WILLIAM LEMKE (R-N. D.), appearing in behalf of his joint resolution to direct the FCC to allocate a portion of the 50-mc band to FM, charged last week that the FCC's action in moving FM to the 100-mc band "knowingly or unknowingly" gave a radio monopoly to four major broadcasting systems. Mr. Lemke assailed the quality of radio programs generally and predicted Congressional legislative curbs unless radio "takes steps to reform."

Assailed Programs

At the same time he assailed radio programs in general as "slush" and declared that unless radio "takes steps to reform" and "protect our children" the Congress would pass "drastic legislation."

Appearing Monday in behalf of his joint resolution (H.J. Res. 78) to direct the FCC to allocate a portion of the 50-mc band to FM [BROADCASTING, Jan. 27], Mr. Lemke charged that the lengthy allocation hearings held by the FCC from 1944-46 "were apparently simply an excuse to do a thing the Commission had already made up its mind to do."

Says FCC Failed to Answer

He alleged that the Commission failed to answer 13 questions propounded a year ago by Comdr. E. F. McDonald Jr., president, Zenith Radio Corp., Chicago, as to why FM was moved upward, "because to have answered them would have been an admission that the position of the Commission was in favor of monopoly against the best interest of the public."

Mr. Lemke told the Committee he wrote the FCC last spring, asking that a careful study be made before changing the FM assignment. "I received a reply, as I recall it, that they were still studying it, and that they would give full consideration to it, but that they were convinced the change should be made," he said.

". . . I asked them whether it were not a fact that the only person or technician testifying in favor of their position was their own technician, and that practically all the other technicians testified to the contrary. That part of my letter was unanswered and I presume ignored because the answer would have shown that the Commission was proceeding on its own volition and was not concerned with testimony," he continued.

Wants Competition

Mr. Lemke maintained that return of FM to the 50-mc band would have salutary effects upon the quality of broadcasting in general. "Let's have a little competition," he told the committee, "and we'll find out what the people want."

Lack of this competition, he indicated, has been responsible for much of the "demoralizing slush, the sobstuff and the gun and murder stuff going over the radio."

On April 24, 1946, Mr. Lemke

(*Continued on page 78*)

Drawn for BROADCASTING by Sid Hix

"Ladies and gentlemen, and members of the AM, FM, television, facsimile and pulse modulation audiences—"

NAB District, Area Meetings

AREA and district meetings have been scheduled by NAB for all but one of the 17 districts. District 1 (New England) has not set a date. District 3 (Pa., Md., Del.) has tentatively set optional dates in late March. List of scheduled meetings follows:

March 24-25 (or March 31-April 1)—District 3 (Pa., Md., Del.), Hotel Belvedere, Baltimore (tentative).

April 14-16—Area C (District 10, Ia., Mo., Neb., and District 12, Kan. Okla.), Meuhlbach Hotel, Kansas City.

April 21-22—District 13 (Texas), Rice Hotel, Houston.

April 28-29—Area G (District 4, D. C., N. C., S. C., Va., W. Va., and District 7, Ky., Ohio), Roanoke Hotel, Roanoke, Va.

May 1-2—Area F (District 5, Ala., Fla., Ga., P. R., and District 6, Ark., La., Miss., Tenn.), Tutweiler Hotel, Birmingham.

May 5-6—District 2 (N. Y., N. J.), Waldorf-Astoria, New York.

May 8-10—Area D (District 8, Ind., Mich. in part, District 9, Ill., Wis. in part, District 11, Minn., N. D., Mich. in part, eastern S. D.), Palmer House, Chicago.

NAB BOARD PLANS MAY SESSION IN CAPITAL

NAB Board of Directors will hold its spring meeting in Washington May 21-22. The board's last meeting was held in San Francisco Jan. 5-7 [BROADCASTING, Jan. 13].

Dates for several committee meetings were announced. Music Advisory Committee will meet in New York Feb. 24-25. This committee handles copyright phases of the music question.

Freedom of Radio Committee, which cooperates with other organizations in promoting free speech, will meet Feb. 26-27 in New York.

Program Directors Executive Committee will meet March 6-7 in Washington. Its Standards of Practice Subcommittee will meet March 5 in Washington.

Public Relations Executive Committee meets Feb. 18-19 in Washington. Legislative Committee meets Feb. 10-11 in the capital.

To Use Full NBC

BROWN & WILLIAMSON TOBACCO Co., Louisville, through Russel M. Seeds Co., Chicago, will expand *Red Skelton Show* and *People Are Funny* to full NBC network of 157 stations effective April 15. Paul McClure, NBC Central Division sales manager, said last week sponsor becomes only NBC Central Division client to use full network. Brown & Williamson has again signed Sigmund Romberg as a summer replacement for Red Skelton. The composer, his orchestra and soloists are to begin their summer series sometime in June after completion of a coast-to-coast concert tour.

Swezey Is Father

ROERT D. SWEZEY, vice president and general manager of MBS, is the father of a girl, Elizabeth Thompson, born Jan. 29.

AFM Still Bargaining; AFRA, Nets Sign

Union's Prediction Of Settlement Wrong

WITH A DEADLINE of 12:01 a.m. yesterday, officials of the American Federation of Musicians Local 802, New York, and representatives of the major networks still had reached no agreement in new wage contracts as BROADCASTING went to press.

Despite the confident prediction of James Caesar Petrillo, AFM president, of 10 days ago that a new contract would be signed by Feb. 1 [BROADCASTING, Jan. 27], negotiations continued throughout last week. At noon Friday there was no evidence that the conversations were even near conclusion.

One network source predicted that negotiations would be continued into this week, giving rise to speculation that Local 802 had expressed a willingness to arbitrate further in its demands for wage increases. In such event it was felt that the status quo under the old contracts would be maintained, with any salary increases being made retroactive to Feb. 2, 1947.

Contracts Expire Sunday

Existing AFM-network contracts were to expire at 12:01 a.m. Sunday. Negotiations were confined to the single issue of wage increases, since other conditions of any AFM-broadcasting contract must await Supreme Court decision on constitutionality of the Lea Act.

The Government's appeal, filed last month in Federal District Court, Chicago, from the decision of Judge Walter J. La Buy, which sustained the AFM motion to dismiss, was docketed Monday in Supreme Court. Mr. Petrillo a fortnight ago asked the networks to continue the old contracts until adjudication of the Lea Act, making any future wage increases retroactive to Feb. 2, 1947.

The networks refused and negotiations began. Precise wage increases demanded by Local 802 were not revealed. The negotiations were proceeding with unprecedented secrecy, with neither network nor union officials inclined to comment.

35% Raise?

One source reported, however, that the demand by the Petrillo union amounted to a 35% raise in scale. Others said that estimate was excessive.

Although no official comment was available on the wage increase, it was understood that the networks had offered a counter-proposal which, according to one source, amounted to a 20% raise.

Under the old contract which expired at midnight Sunday, scale for musicians performing on sustaining programs was $126 per week. For those performing on both sustaining and commercial shows the rate was $132.25.

In the past three months the AFM has won large increases from the record and transcription manufacturers. For making phonograph records Mr. Petrillo was successful in obtaining a 37½% increase. A few weeks later he was given a 50% salary boost by manufacturers of commercial transcriptions.

The Local 802 negotiating committee was composed of Joseph Brodsky, attorney; Richard McCann, president, and Charles Iucci, treasurer.

Representing Networks

Representing the networks were these officials: NBC—Frank E. Mullen, executive vice president and general manager; John MacDonald, vice president in charge of finance; Ernest de la Ossa, personnel director; ABC—Joseph A. McDonald, vice president and secretary; Charles Barry, program director; Helen Guy, business manager, program department. CBS—Frank K. White, vice president and treasurer; Howard Housman, personnel relations director. WOR—Theodore C. Streibert, president, WOR; Don Hamilton, program department; Elisha Goldfarb, attorney.

Meanwhile in Washington as the Government's appeal to uphold the constitutionality of the Lea Act reached the Supreme Court last week it appeared that neither broadcasting or union interests would join the battle between Petrillo and the law.

NAB Plans No Action

As BROADCASTING went to press, NAB had formulated no plans to file any briefs in support of the Government which appealed a decision handed down by Federal Judge LaBuy [BROADCASTING, Dec. 30, 1946] dismissing a Criminal Bill of Information filed against the AFM president in the U. S. District Court in Chicago.

Since AFM General Counsel Joseph A. Padway also is attorney for the AFL, it appeared unlikely that there would be any AFL supporting briefs.

Mr. Padway's office informed BROADCASTING that there had been no "motion to expedite the case," thus leaving the judicial course of the appeal in regular channels, which meant that the case will probably not come up for oral argument before April at the earliest.

The appeal was docketed Monday in the Supreme Court.

Contract Provides 20% to 30% More For Members

A TWO-YEAR contract providing 20% to 30% salary increases for actors, singers, announcers and sound effects men was signed last Wednesday by AFRA and the four major networks, culminating four months of negotiations.

The contract was signed despite the refusal three weeks ago by the NAB board to participate in an AFRA-industry advisory committee whose formation had been considered an integral part of the network-union agreement. The NAB board had voted against appointing four industry members to the committee, an action which at the time was thought might jeopardize the network-AFRA negotiations.

In a statement issued after the signing of the contract, George Heller, national executive secretary of AFRA, said that the establishment of the union-management committee was still in the contract.

Mr. Heller said the union still hoped that the NAB would appoint representatives to the committee, "but if this is not done, AFRA believes other arrangements may be made."

The committee, as originally contemplated, was to consist of eight representatives from AFRA, four from the networks and four from the industry, to be appointed by the NAB.

It was considered possible that the four appointments which the NAB had thus far refused to fill might be delegated to network affiliates advisory committees.

Mr. Heller said the committee, however composed, "will meet during the coming months to consider all matters of difference between the industry and the union with a view to arriving at recommendations which shall be submitted to the industry and AFRA on matters of principle looking toward amicable settlement of all differences."

The contract signed last week was retroactive to Nov. 1, 1946, and will continue in effect until Oct. 31, 1948.

Contract Provisions

Among other provisions of the contract signed between AFRA and the networks are:

1. Production memoranda for all individual programs will be furnished by the networks to AFRA, listing the names of artists involved, gross fees and rehearsal hours.

2. AFRA's jurisdiction will extend to include m.c.'s man-in-the-street announcers, newscasters, quizmasters; also, reporters and analysts in home economics, fashions, farm and rural programs,

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KFI Rejects AFRA Contract, Sends Stiff Protest to NBC

OBJECTING to acceptance by the four major networks of the new AFRA contract without regard for the rights of KFI Los Angeles, the station's general manager, William B. Ryan, has rejected the contract and wired a formal complaint to Niles Trammell, NBC president. In addition, Mr. Ryan sent copies of the telegram to the presidents of the three other networks and to Justin Miller, NAB president, Paul W. Morency, president of WTIC Hartford and chairman of the NBC Stations Planning and Advisory Committee, and John J. Gillin Jr., president of WOW Omaha.

Strong Language

In strong language Mr. Ryan specifically requested that NBC and the other networks refrain from any agreements with musicians which may include a scale of wages, fees, vacations with pay or other conditions relating to KFI employment. He pointed out that the agreement concluded with AFRA by the networks "presumed to automatically embrace KFI." Further, he said, AFRA "admitted that we were entitled to a separate negotiation," but he added that "it was previously agreed by AFRA and the networks that regardless of any gesture made by AFRA of negotiating with us we were not to be permitted any difference whatsoever in the contract from that already arrived at by AFRA and the network stations."

In Writing

On this last point, Mr. Ryan declared, "we have this in writing from McCue of AFRA. We wish to assure you that we are thoroughly investigating legal recourse to such collusion."

Not wanting to be put under the same umbrella as the networks, Mr. Ryan sets forth KFI's position as follows in the telegram:

"May I call to your attention that Los Angeles and San Francisco announcers' and musicians' staffs are dual network and station operations, with the exception of KFI and KECA, the latter only by coincidence since they have not yet been able to find quarters to house both the network and the station. KFI has always had separate agreements covering its own announcers, musicians and engineering staffs. We intend to continue on this basis and to fight any joint action on the part of unions and networks to nullify our efforts to negotiate for our own station."

FCC Views Competing Color Systems

TV Development Are Inspected At Hearing

By BRUCE ROBERTSON

FOR THE members of the general public who jammed Room 1703 of the U. S. Court House in New York last Monday morning to see the first public showing of color television, it was merely a show.

For the reporters who overflowed the two large press tables to get the story of the hearing into print for the benefit of the citizens who could not attend, the show was old stuff, a repetition of press showings at CBS.

But for television broadcasters the situation was deadly serious. What appeared on the video screens was not entertainment, but images with certain technical qualities whose cumulative effect on the members of the FCC would go a long way in determining whether color television by the CBS sequential system is to be given commercial broadcasting status or sent back to the laboratory.

Officially the two-day session in the New York court room and the Wednesday meeting in Princeton, N. J., were part of the FCC hearing on the CBS petition for the immediate commercialization of its color broadcasting technique. Hearing began in Washington last December [BROADCASTING, Dec. 16], will be resumed there Feb. 10 for presentation of direct testimony by Allen B. Du Mont Labs and for cross-examination of CBS, RCA-NBC and other technical witnesses.

'On-the-Record'

The New York-Princeton interlude was for the purpose of on-the-record demonstrations before the FCC—which had seen them all privately—and in the presence of opposing interests who for the first time could watch their opponents' demonstrations.

Five of the six Commissioners were on the bench as the hearing opened Monday, with only Clifford J. Durr missing.

Presaging the course of the two-day session, the hearing began with an argument over propriety of a solitary CBS showing between William A. Roberts, Du Mont general counsel, who maintained the session should be cross-examination throughout, and Julius Brauner, general attorney for CBS, who said the network would welcome comparative tests.

Chairman Denny cut short the argument by stating that the Commission had invited CBS to make an on-the-record demonstration, that it was not cross-examination since CBS, as applicant, had the burden of proof and was entitled to make its affirmative showing.

Dr. Peter C. Goldmark, inventor of the CBS color video method and director of the network's technical television research, conducted the CBS demonstrations, opening with a projection display designed to prove the CBS contention that "the critical factor in television is contrast rather than brightness." Two optical projectors projected identical kodachrome slides on two screens, one of which was covered with a neutral filter to simulate the effect of the color filter disc of the CBS color video system, the other left uncovered showing the two projected images under varied lighting conditions. Dr. Goldmark claimed a superiority for the filtered picture. This claim was hotly disputed by representatives of RCA and Philco as well as Du Mont, all of whom felt that brightness was more important.

CBS next broadcast a program from its experimental UHF video transmitter atop the Chrysler Tower, three miles from the court room where it was received on two color receivers, one a laboratory model built by CBS, the other made by Bendix Aviation Corp., Radio Division, as a model for a set to be commercially produced.

The demonstration included a model, Patti Painter, demonstrating fabrics. A fashion show, an exhibition of modern paintings, a boxing match—to show the absence of fringing—a dancer and a singer comprised the rest of the program, which duplicated that shown previously to the Commission and the press by CBS. Robert Shelby, NBC technical development engineer, asked that Miss Painter wave a white handkerchief rapidly before the camera as a better test of fringing and when she did no fringing was noticeable, although Dr. Shelby protested that her waves were not very vigorous.

The demonstration, received at first with room lights off and the blinds closed and later with full lights, was followed by a discussion

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FCC COMMISSIONERS moved into the audience for a better view of the video demonstrations. Here are (l to r): Front row, George P. Adair, FCC Chief Engineer; William A. Roberts, Du Mont counsel; Allen B. Du Mont, president, Du Mont Labs.; Harry M. Plotkin, FCC assistant general counsel; FCC Chairman Charles R. Denny; Peter C. Goldmark, CBS director of engineering research and development. Second row: Joseph H. Ream (back of head to camera) and Adrian Murphy, CBS vice presidents; Frank Stanton, CBS president; FCC Comr. Paul A. Walker (slightly behind Mr. Stanton); Comrs. Ray C. Wakefield and E. K. Jett; Robert E. Shelby, NBC director of technical development (behind Comr. Jett); David B. Smith, Philco vice president; O. B. Hanson, NBC vice president (behind Mr. Smith); unidentified spectator; Kenneth Yourd, CBS senior attorney; Julius Brauner, CBS general attorney; Harold E. Traver, CBS consulting attorney.

Small Market Stations Editorialize

SMALL stations are turning toward editorializing, in line with NAB's campaign to promote this phase of broadcasting, the NAB Small Market Stations Executive Committee was told at its Jan. 29-31 meeting, held at the Statler Hotel, Washington.

The subject consumed an important part of the committee's three-day agenda, which covered a long list of topics dealing with operation of stations under 5 kw in communities under 50,000. Presiding at the meetings was Chairman Wayne W. Cribb, KHMO Hannibal, Mo.

Interest in editorializing has been promoted recently by action of the District 14 convention at Salt Lake City [BROADCASTING, Jan. 20], along with the series of news clinics held throughout the country during the last 14 months. NAB President Justin Miller and Executive Vice President A. D. Willard Jr. discussed regulatory aspects of the question at the committee's Thursday luncheon session.

Committee members agreed in general that promotion of community projects and assumption of a strong position on local affairs builds station prestige and audience loyalty. It was pointed out that most stations always have editorialized to some extent in their selection of programs, handling of news copy and participation in community affairs.

Small market stations are getting a lot more national spot business, judging by committee discussion. One example cited was that of a 250 w station in a community of 40,000, which last year did national spot business of $40,000. The trend was traced to better station sales and promotion activity, along with improved programming and operation.

Frank E. Pellegrin, NAB director of broadcast advertising, reported on work of the Sales Managers Executive Committee, which had met the week before [BROADCASTING, Jan. 27]. The small market committee adopted resolutions favoring adoption of a single rate card, and use of "general" and "retail" classifications where this is not feasible, and advocated use

(*Continued on page 76*)

Stuck

That black spot in the picture is a tanker caught in the ice floes of the north Hudson River. It looked like it was stuck for keeps.

But a Coast Guard helicopter caught the distress signal, flashed from the marooned vessel and brought on the rescue.

Too bad there isn't a Coast Guard for radio time buyers who go off the deep end and get stuck.

W-I-T-H is the rescue squad in Baltimore radio. Ask our clients. They'll tell you that W-I-T-H, Baltimore's successful independent station, delivers more listeners-per-dollar-spent than any other station in town.

If you're in a jam, put W-I-T-H to work now. You'll be rescued . . . in a hurry, too.

Tom Tinsley, *President*

W·I·T·H

AM and FM

BALTIMORE 3, MD.

Headley-Reed, *National Representatives*

AIEE Hears TV Equipment Needs

Production in Quantity Is Important, Says RCA Engineer

ADDRESSING television session of the AIEE annual meeting in New York last week, Walter L. Lawrence, RCA commercial television engineer, pointed to the fact that the granting of 57 video station construction permits assures television for 32.8% of the nation's population and said that reliable, consistent operation by all stations will be facilitated if the various units of equipment used are "product-designed" (produced in quantities in the same design).

TELEVISION in 30 metropolitan districts comprising 32.8% of the nation's population is assured by the FCC's granting of 57 television station construction permits, Walter L. Lawrence, commercial television engineer of RCA, last week told members of the American Institute of Electrical Engineers.

Reading a technical paper before the television session of the AIEE annual meeting in New York, Mr. Lawrence said that "to furnish television broadcasting at the service standards required for commercial operation, all stations must provide reliable, consistent operation."

Complex Operation

Mr. Lawrence, who spoke on "Television Equipment for Broadcast Stations," said: "Such operation requires the integrated functioning of many pieces of equipment which are somewhat more complex than the analogous units for sound broadcasting. Dependable operation of the equipment throughout its useful life is facilitated if the various units are product design equipment."

Explaining "product design" as equipment that is produced in quantities in the same design, he said that this "type of production affords relatively large amounts of money for engineering design and development to obtain the required degree of performance. However, since the design costs are spread over a number of units, each unit bears only its proportionate fraction of the expense, making product design economically feasible."

Tells How It Functions

Mr. Lawrence described the functioning of a complete line of equipment which is available for operating commercial television broadcasting stations. He pointed out wide improvements in television pickup tubes which will permit the reduction of required lighting levels in television studios. This reduction in lighting load, he said, should reduce a great deal the cost of studio construction and operation.

In a talk on "Postwar Television Receiver Design," D. W. Pugsley of the General Electric Co., Bridgeport, Conn., said that "very excellent television reproduction is now an established reality, but can be obtained only by using well designed receivers."

"It behooves a prospective purchaser to be certain he buys a strictly modern receiver, incorporating the latest advances in the art, if he does not wish to be doomed to disappointment," said Mr. Pugsley.

He said that new designs are superior to pre-war models "both because of improved circuit techniques and because of greatly improved picture tubes which afford much greater brilliance, detail and contrast." Mr. Pugsley pointed out that the improved circuits eliminate the characteristic scalloped effect typical of pre-war receivers and block out, by using higher frequencies, interference from high powered shortwave transmitters.

"Television Network Facilities" were discussed in a paper prepared by L. G. Abraham, of Bell Telephone Laboratories in New York, and by H. I. Romnes, of American Telephone & Telegraph Co., New York.

They said: "Only because radio can bring the same program simultaneously to millions of listeners is it economically possible to present famous orchestras, singers, actors and comedians.

Network Needed

"Television, with its still more costly programs and its even greater effectiveness for on-the-scene events, obviously also will require network interconnections if it is to become the important source of information, education and entertainment that is predicted."

The authors pointed out that more than 4,000 route miles of coaxial cable, intended to carry hundreds of telephone or telegraph messages simultaneously but also capable of carrying television, already have been installed. They predicted that New York and Los Angeles will be linked by coaxial cable "early in 1948," and that the whole 12,000-mile program "may be completed by 1950."

They concluded that "the trend to wider and wider frequency bands no doubt will continue. These wider bands will be needed to handle the ever-increasing demand for communications and perhaps for greater definition or color television. Such wider band systems are already under development by the Bell System."

Coaxial Report

THE COAXIAL cable between New York and Washington in 1946 transmitted 188 television programs totalling more than 500 hours, American Telephone and Telegraph Corp. reported last week. By the end of the year, the company said, programs were going over the cable five nights a week and occasionally on Saturday and Sunday, for a total of 18 to 20 hours weekly.

NAB Moves to Prevent Confusion

Seeks Cooperative Plan For Handling Labor Relations

STEPS to eliminate intra-industry confusion in the handling of labor relations were taken last week by NAB.

Impressed with the chaos that has marked past handling of negotiations involving separate industry segments or units but at the same time exerting industry-wide influence, the Employe-Employer Relations Committee instructed Richard P. Doherty, NAB department head, to set up a system of contests that will bring order into handling of labor relations.

This action was taken last Monday by the committee at its first meeting of the year, held at the Mayflower Hotel, Washington.

The next day President Justin Miller appointed a special committee of five to report to the NAB board on the AFRA-network agreement to set up a joint advisory council to discuss disputes between the network and the union.

The board's decision to study the council idea had amounted to a refusal to participate, since President Miller was instructed to take no action in the matter other than appointment of a committee [BROADCASTING, Jan. 13]. The action had further strained the delicate AFRA-network negotiations. The board also had called for local level negotiations as a general policy.

Committee Members

Members of the new five-man special committee, which will report to the board at its spring meeting, are: I. R. Lounsberry, WGR Buffalo, chairman, CBS Affiliates Advisory Board; Paul W. Morency, newly elected president of the NAB Stations Planning and Advisory Committee; Roger Clipp, WFIL Philadelphia, for ABC affiliates; John Elmer, WCBM Baltimore, chairman of NBC Employe-Employer Relations Committee, for MBS affiliates; Herb Petty, WHN New York, for non-affiliates.

No meeting date for the committee had been set by NAB.

The EERC plan to bring cooperation among industry elements in their labor negotiations will require full exchange of all information on labor problems and union negotiations, particularly by networks and stations. Since assuming office last year Mr. Doherty has been ex-

(*Continued on page 77*)

LABOR POLICY for the year was discussed Monday by the NAB Employe-Employer Relations Committee, holding its first meeting. Seated (l to r): Marshall Pengra, KRNR Roseburg, Ore.; William Fay, WHAM Rochester; Robert Swezey, MBS; Frank K. White, CBS; John Elmer, WCBM Baltimore, committee chairman; Richard P. Doherty, NAB; Fred W. Borton, WQAM Miami.

Standing: Frank King, WMBR Jacksonville, Fla.; C. L. Thomas, KXOK St. Louis; Frank R. Smith, WWSW Pittsburgh; Harry R. LePoidevin, WRJN Racine; C. L. McCarthy, KQW San Francisco; Howard Lane, Field Enterprises; Ivar H. Peterson and David J. Farber, NAB; Carleton Smith, NBC-WRC Washington; Joseph A. McDonald, ABC; C. E. Arney Jr., NAB.

we announce with pride the appointment of **CLETE ROBERTS,** internationally famous correspondent-commentator, as chief of the newly created KMPC *Public Affairs Bureau* under whose direction will be KMPC's many world news broadcasts... special events in the public interest...and public service programming. Clete Roberts' *News Analysis* ...his own appraisal of local, national and world events each weekday night at 9:00 on KMPC.

KMPC
LOS ANGELES
Potent Coverage

50,000 watts–710 KC
G. A. Richards, President
R. O. Reynolds, V. P. and Gen. Mgr.
Represented by Paul H. Raymer Co.

Wider Use of Air Editorials Urged

Rex Howell Declares They Boost Community Standing

By REX HOWELL
Managing Director
KFXJ Grand Junction, Colo.

I WISH to express my appreciation for the interest BROADCASTING has taken in my resolution presented before the 14th District meeting of the NAB in Salt Lake City this month [BROADCASTING, Jan. 20].

I am in complete agreement with your points in the editorial "Look for the Gimmick." I also recognize that not all broadcasters are in complete agreement on the subject of the broadcaster's right to editorialize. Unfortunately there are those within the industry who would not welcome the assumption of this responsibility. Under the inference drawn from the "Mayflower Decision," these broadcasters have excused themselves from taking any active part in the promotion of their community affairs by assuming that a literal interpretation of this decision precludes radio from expressing editorial viewpoints on any subject.

Obligation to Public

Personally, I have never felt that it was the intent of the Commission to bar editorials from the air. To the contrary, I have found it impossible to reconcile such a viewpoint with the basic conception of "broadcasters' public service responsibilities." Naturally, there may be some broadcasters who do not wish to present views under their own sponsorship. If they are content to forego the opportunities for community betterment that is theirs, of course there is no compulsion for them to do so. (They may find public favor turning to the competitor who does exercise the privilege.)

At present there are, of course, many broadcasters who would otherwise be willing to carry out an editorial policy based upon the needs of their communities, but for whom the uncertainties inherent to the "Mayflower Decision" have precluded their acceptance of editorial responsibilities. If the Commission will specifically declare its views on the subject, broadcasters will know whether they place themselves in jeopardy by assuming the responsibility that has long been considered an inalienable right of the free press.

Assuming that the Commission does endorse the right of broadcasters to editorialize . . . what then?

How many will make use of it to add new achievements in the field of public service by radio.

How many will abuse the privilege?

Exercise of Judgment

Until man is composed of more than the image of his Creator, it is only natural to assume that there will be mistakes, but is the radio industry composed of people any less conscious of public needs, or more vulnerable to unbridled prejudice than is the press of our country?

During the war, when the use of our sphere of influence took precedence over everything else (including monetary profit), our industry did an exemplary job. To find the local approach that would best serve, required exercise of editorial judgment.

Every day, whether we admit it or not, every station manager must inject his editorial judgment. The very selection of programs must indicate his editorial judgment. In news programs the selection of those items which must necessarily take precedence due to limitations of time, may also be rightfully considered as exercise of the same prerogative. The FCC has repeatedly emphasized that the licensee is in the final analysis the one upon whom responsibility must rest for the program content of his station.

To delegate that power solely to others, is, in my opinion, fallaciously impossible!

We pride ourselves that in a short history of 26 years radio has developed techniques of sales and mass buying influence that have won unquestioned leadership in the advertising field.

Surely, we have not so completely exhausted our initiative in this one field as to render our industry incapable of developing the necessary techniques to provide the best means of adapting our medium to its maximum potentialities of

(*Continued on page 28*)

SPEARHEAD of new NAB drive to promote editorializing by broadcast stations is Rex Howell, head of KFXJ Grand Junction, Colo. In a spirited talk at the Salt Lake City district meeting he set off a discussion that ended with unanimous adoption of a resolution calling on the NAB board to establish right of broadcasters to present views under their own sponsorship in keeping with Constitutional rights of free speech. Here Mr. Howell goes further into the subject, and questions whether the FCC ever intended that the Mayflower decision should bar editorials from the air.

Mr. Howell

COUNTRY STORES *with* CITY SALES

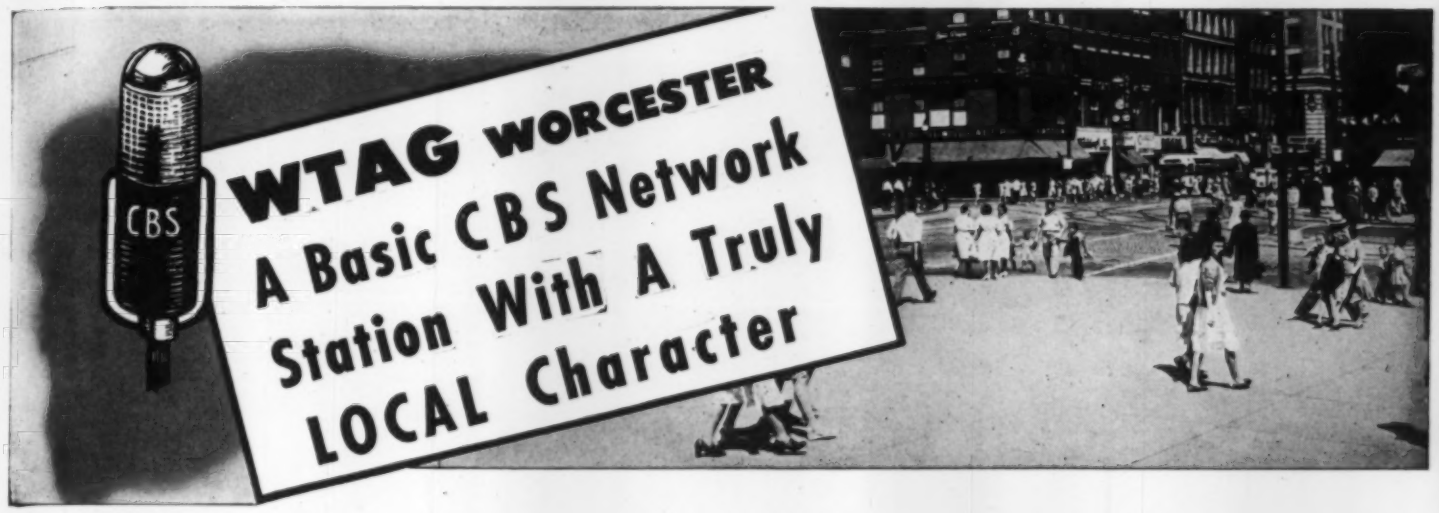
Over 28 million dollars in annual sales—that's the total volume of general stores in the Nashville area . . . And the buyers in this rich rural market make as good sales prospects as their city cousins . . . Harder to reach? Not when WSIX effectively covers the Nashville market area . . . And audiences in both city and country are attracted by the variety of top-rated shows broadcast over WSIX.

WSIX gives you all three: Market, Coverage, Economy

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Represented Nationally by the
KATZ AGENCY, Inc.

5,000 WATTS • 980 KC AMERICAN • MUTUAL



WTAG Worcester produces each week dozens of programs featuring not only members of the station's staff, but also drawing upon the talent available from its extensive Central New England coverage area. Here are a few of the programs which it presents regularly using exclusively *live* talent:

NEWS AND COMMENTARY

News Bulletins
9 broadcasts daily, prepared by WTAG's News Editors from the resources of its affiliated newspapers, The Worcester Telegram and The Evening Gazette.

Views of the News
A commentary by Leslie Moore about local, national and world events. Broadcast thrice weekly.

Sports Views
Authority Paul Johnson in a discussion of sports. With frequent interviews.

Weather Time
Prognosticator Bill Winne offers information about weather, road conditions and tides. Six days weekly.

Farm and Garden Facts
A long established series of programs presented by the experts of the Worcester County Extension Service.

AUDIENCE PARTICIPATION AND QUIZ

Breakfast in the Baroque Room
Eileen and Bob Adams in a five time a week fest of fun, stunts and capers. Broadcast from the Sheraton Hotel.

A Question of Music
The WTAG Board of Experts presents a five day a week quiz program emceed by Gil Hodges.

Quizpartners Inc.
A new idea in quiz shows, with a studio audience competing for a wealth of prizes. Presented across the board.

This is Our Town
Once a week WTAG's mobile unit visits a different city or town in its coverage area for a round-up of local personalities, history and news.

OF INTEREST TO WOMEN

Modern Kitchen
An informal, chatty program about food and its domain, presided over by Gretchen Thomas. Five days a week.

Friendly Neighbor
This across the board broadcast offers personal advice and inspirational talks from an authority who, because of the nature of the program, remains anonymous.

Julie 'n Johnny
The woman's world of clubs, socials and home is thoroughly explored by Julie Chase and Johnny Dowell in this daily show.

Come to Tea
Each afternoon a different group of local women gathers in WTAG's Studio B for a lively program of tea time discussion.

Food for Thought
A food program that's different. Isabel Whitaker investigates ins and outs of the science of cooking.

OF INTEREST TO YOUNG PEOPLE

Time for Teens
Central New England teen-agers let off steam in this weekly broadcast conducted by Mavis Jackson.

Happiness Unlimited
Each Saturday morning Henry Felix welcomes talented children to this broadcast by and for the younger set.

Fairy Tale Time
For years the Fairy Princess has been enchanting the very young with stories of giants and leprechauns, fairies and princes.

Mark My Word
A Junior Town Meeting, broadcast each Sunday afternoon, with Edward Rylander of the Worcester Boy's Club as moderator.

Make Friends with Music
A series of concerts designed to acquaint children with the musical organizations of Central New England.

WTAG Radio Club
Programs presented by members of WTAG's most ambitious project — to Radio Club for high school students, in which hundreds have enrolled for instruction and experience.

And many more besides, including a variety of public interest, religious, special event and transcribed shows, plus the wealth of programs offered by the Columbia Broadcasting System.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM **WORCESTER**

AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS

580 KC
5000 Watts

You Get
DOUBLE VALUE
on WMT

with Eastern Iowa's
"Twin Markets"

1. RURAL — Sales-Rich Iowa includes a big quarter slice of America's richest farmland . . . has the highest income per capita in the U. S. A.

2. URBAN—Remarkably, 50% of this famed farm state's income comes from Iowa's equally prosperous INDUSTRIES!

WMT brings you BOTH "twins" at no extra cost. . . . 3½ million listeners with dollars in their pockets.

Ask your Katz representative

Member Mid-States Group

Construction Begun on Tucson Station

Sun Country Co. Also to Start Work Soon on Phoenix Outlet

CONSTRUCTION has been started on KTSC and KTSC-FM in Tucson and will begin early this month on KPSC and KPSC-FM in Phoenix, J. R. (Dick) Heath, president of Sun Country Broadcasting Co. of Phoenix, licensee of the stations, announces. In addition, Mr. Heath says, applications are being filed with the FCC requesting facilities for both AM and FM stations at Flagstaff and Yuma.

The company's broadcasting facilities will be so strategically located and of sufficient power to make Sun Country programs, both AM and FM, available to everyone in Arizona, according to Mr. Heath, a leader in Arizona radio for 23 years, formerly associated with KFAD Phoenix, KTAR and the Arizona Broadcasting System.

Executive headquarters of Sun Country will be located in Phoenix, with offices and studios occupying the remodeled eighth floor of the Security Bldg. Temporary offices have been opened on the second floor of this building. At Tucson the offices and studios will be in the Sun Country Bldg. on Stone Ave.

Vice president of Sun Country is Del E. Webb, associate of Bing Crosby in motion picture production in Hollywood, owner of the Kansas City Redskins, part owner of the New York Yankees and nationally known contractor.

Remaining officers and stockholders are: Dr. Hilton J. McKeown, a leading Arizona physician, treasurer; Charles L. Strouss, prominent attorney, secretary, and W. MacFarlane Barker, of the Valley National Bank.

Helmuth Kern to Manage WCFM Washington, D. C.

HELMUTH KERN, former foreign correspondent, has been named general manager of WCFM, which expects to begin operation within the next few months as a Washington, D. C., FM outlet. Potomac Broadcasting Cooperative Inc. is licensee of WCFM [BROADCASTING, June 10, 1946].

Articles of incorporation of the company set forth that the amount of authorized capital of the firm shall be $200,000 consisting of 500 shares of common stock of a par value of $100 a share and 15,000 shares of preferred stock of a par value of $10 a share. Potomac Broadcasting Cooperative has announced that its common stock will be held by consumer cooperatives of the Washington area and that "all of the net earnings in excess of the amount required for 6% dividends on preferred and common stock will be devoted to improvement of broadcasting facilities and programs."

BRONZE PLAQUE recognizing his selection as Pittsburgh's 1946 "Man of the Year" is presented to the city's mayor, David L. Lawrence (l), by G. S. (Pete) Wasser, general manager of KQV. Mayor Lawrence won the honor through KQV's public opinion poll, "Opinion-Aire."

WWGS Tifton, Ga., Plans To Start Operating Soon

WWGS Tifton, Ga., expects to begin broadcasting within the next few weeks, the Tifton Broadcasting Corp., licensee, announced last week. Station will be a 250-w full-time MBS affiliate on 1340 kc and will have UP wire service. It will be housed in a new building at 800 S. Main St., Tifton.

W. A. Graham is president of Tifton Broadcasting. General manager of the station is William Shepherd, who was formerly associated with stations in Minnesota, Tennessee and Georgia. James Eugene Graham, formerly with a Chattanooga station and a former GI, will be vice president in charge of accounting.

Other staff members include: Herbert Wolin, Philadelphia, program director; Wendell C. Roberts, formerly operator and chief engineer of stations in Miami, Anderson, S. C., Dalton and Rome, Ga., chief engineer; Frank Valenti, Stamford, Conn., and Theodore Klett, St. Albans, Vt., announcers; Miss Jeanne Leavitt, Chattanooga, copy chief and woman's editor.

WWGS is represented nationally by Homer Griffith Co.

Paul M. Breining Named WBPZ Lock Haven Head

PAUL M. BREINING, formerly program manager at WMRF Lewistown, Pa., has beeen named manager of WBPZ, new 250-w outlet at Lock Haven, Pa., which plans to begin operation about the middle of this month on 1230 kc. Mr. Breining started his radio career with WRAK Williamsport, Pa., in 1931, going to WMRF in 1943. Also appointed to the WBPZ staff is Norman S. Caldwell, who will be commercial manager.

The WBPZ studios, located in the Widmann Bldg. in Lock Haven, have beeen completed. WBPZ is the 390th station to sign with MBS, Mr. Breining stated. Licensee is the Lock Haven Broadcasting Corp.

XL in the PACIFIC NORTHWEST

MERCHANDISABLE AREA

BONUS LISTENING AREA

SERVING 2½ MILLION PEOPLE

THE "Spot Cash" MARKET

	Merchandisable Area	Bonus Listening Area	Total Area	Balance Not Covered by PNB
TOTAL FAMILIES	530,140	141,240	671,380	115,830
RADIO HOMES	499,680	129,490	629,170	105,210
TOTAL RETAIL SALES	$1,173,280	$318,120	$1,491,400	$276,040
FOOD STORE SALES	$311,640	$85,620	$397,260	$79,290
GENERAL MDSE. SALES	$237,920	$52,990	$290,910	$38,050
APPAREL STORE SALES	$84,240	$14,350	$98,590	$12,960
HOME FURNISHING SALES	$30,410	$7,570	$37,980	$6,630
BLDG. & HDWE. SALES	$71,820	$26,270	$98,090	$23,380
EAT & DRINK SALES	$118,480	$29,320	$147,800	$25,470
DRUG SALES	$42,750	$11,230	$53,980	$8,600
ALL OTHER SALES	$276,020	$90,770	$366,790	$81,660
TOTAL FARMS	69,421	36,878	106,299	30,741
TOTAL VALUE FARM PRDT.	$267,054	$254,992	$522,046	$158,400

ALL $ FIGURES IN THOUSANDS OF DOLLARS.

Aside from figures . . . these pertinent facts are immediately apparent. The Pacific Northwest enjoys the highest per capita spendable income in the country. Extensive war-time expansions have been recohverted to vast industrial enterprises. From seaports of worldwide importance, ranching, farming, lumbering, manufacturing, fishing and mining of ferrous and precious metals, this great empire is destined to grow to undreamed of heights.

KXL . . . Portland
ESTABLISHED 1922

KXLY . . . Spokane
ESTABLISHED 1922

KXLE . . . Ellensburg
ESTABLISHED 1946

KXLF . . . Butte
ESTABLISHED 1929

KXLJ . . . Helena
ESTABLISHED 1937

KXLQ . . . Bozeman
ESTABLISHED 1939

KXLK . . . Great Falls
OPENING JAN. 1947

KXLL . . . Missoula
OPENING MAY 1947

★

OFFICES

Orpheum Building — Symons Building
PORTLAND, ORE. — SPOKANE, WN.
BUTTE, MONT. — HOLLYWOOD, CALIF.
P. O. Box 1956 — 6381 Hollywood Blvd.
THE WALKER CO. · 551 Fifth Ave., N. Y.

PACIFIC NORTHWEST BROADCASTERS

Volunteer Gets Grant for New Nashville 5-kw Regional Station

VOLUNTEER STATE Broadcasting Co. last week received a grant for a new 5-kw regional station at Nashville, after finding a local frequency available for its Newnan, Ga. rival for the regional channel.

The Commission authorized Volunteer State to operate on 1300 kc, Newnan Broadcasting Co. to use 1400 kc with 250 w fulltime, and, in a separate case, announced a grant to Parkersburg Broadcasting Co. for a new 250-w station on 1230 kc at Parkersburg, W. Va.

Newnan Broadcasting had received a proposed grant for 1300 kc with 1 kw on grounds that a better distribution of radio service would result than from a grant of Volunteer's application for use of the same frequency at Nashville with 5 kw [BROADCASTING, Jan. 20]. But FCC left the way open for grants to both applicants—if Volunteer could find a local channel for Newnan.

Volunteer notified the Commission that 1400 kc would be available when WATL Atlanta completes its already authorized shift from 1400 to 1380 kc. Newnan Broadcasting, which had agreed to accept a local channel, was therefore authorized to use 1400 kc with 250 w fulltime, as soon as WATL moves to its new assignment.

The Commission pointed out that Volunteer, which is headed by Edward M. Kirby, Washington and Nashville public relations counsellor and former chief of the Radio Branch of the War Dept.'s Bureau of Public Relations, "made a strong showing in behalf of the service it proposes to render," and that "the regional channel involved could be efficiently utilized" at Nashville.

The grants, announced Tuesday, were as follows:

Parkersburg, W. Va.—Parkersburg Broadcasting Co., 1230 kc, 250 w, fulltime. Owners (20% each): J. V. Anderson, owner of 7-Up Bottling Co., president; H. M. Greasley, owner of candy brokerage business, vice president; C. J. Leary, service station proprietor, secretary-treasurer; W. H. Wolfe, attorney and real estate man, assistant treasurer; E. I. Satterfield, music store owner.

Nashville, Tenn.—Volunteer State Broadcasting Co., 1300 kc, 5 kw, directional antenna at night. Principals: Edward M. Kirby (president, 40%), public relations counsellor, formerly with WSM Nashville, NAB public relations director 1938-41, radio adviser to Secretary of War in 1941, chief of Radio Branch of War Dept. Bureau of Public Relations 1941-45; Frank W. Mayborn (50%), part owner KTEM Temple and KRIG Odessa, Tex.; Earl C. Arnold (10%), president emeritus, Vanderbilt U. Law School.

Newnan, Ga.—Newnan Broadcasting Co., 1400 kc, 250 w, fulltime. Owners: D. T. Manget (33-1/3%), cotton merchant; Evan W. Thomasson (33-1/3%) and son James Thomasson (16-2/3%), owners of weekly Newnan Times; Ida A. Thomasson (16-2/3%), wife of James Thomasson.

VIOLINIST YEHUDI MENUHIN receives congratulations from Martin B. Campbell, general manager of WFAA Dallas, on his first public appearance as a symphony orchestra conductor [BROADCASTING Jan. 20]. Mr. Menuhin took the baton at Jan. 16 Dallas Symphony broadcast over the station.

New Station in Virginia Plans Start About May 1

VIRGINIA-CAROLINA Broadcasting Corp. announced last week that call letters of its new station in Danville, Va., will be WDVA and that the general manager will be Walter M. Windsor, formerly with WKNB New Britain, Conn., KFOX Long Beach, WTOL Toledo, WMCA New York and WSGN Birmingham. Mr. Windsor has assumed his new duties after resigning as manager of the New Britain station.

In announcing Mr. Windsor's appointment, J. D. Pruitt, president of Virginia-Carolina Broadcasting, said that WDVA expected to go on the air about May 1. It is licensed to operate with 5 kw day and 1 kw night on 1250 kc. Studios will be located in the American National Bank Bldg. in Danville, and the transmitter will be just outside the city. Network affiliation is being discussed with broadcasting system officials, it was announced.

Most of the staff members are still to be selected, but, in addition to Mr. Windsor as manager, one other appointment has beeen made. Henry D. Lea, director of radio instruction at Danville Technical School for the past several years, will be chief engineer.

Weisser Promoted

CHARLES O'NEIL WEISSER has been appointed sales manager of Emerson Radio and Phonograph Corp., New York. He was formerly western division manager of the company, with headquarters in Los Angeles.

Service Dropped

THE VETERANS re-employment program of the American Assn. of Advertising Agencies has been terminated, it was announced last week by the association. At the height of its activity, the Central Council Clearing House Committee on Veteran Re-Employment interviewed an average of 60 persons a day at offices in New York and Chicago.

Specialists on Radio and Markets in the Great Southwest and Middlewest

REPRESENTING

TEXAS
KCMC—Texarkana
KEYS—Corpus Christi
KFYO—Lubbock
KGNC—Amarillo
KRGV—Weslaco
KROD—El Paso
KTBC—Austin
KTSA—San Antonio

KOSA—Odessa

OKLAHOMA
KADA—Ada
KBIX—Muskogee
KCRC—Enid
KGFF—Shawnee
KOME—Tulsa
KSWO—Lawton
KTMC—McAlester

KTOK—Oklahoma City
KVSO—Ardmore

NEW MEXICO
KAVE—Carlsbad
KGGM—Albuquerque
KSIL—Silver City
KVSF—Santa Fe

LOUISIANA
KRMD—Shreveport

KMLB—Monroe

COLORADO
KFST—Trinidad

KANSAS
KANS—Wichita

OKLAHOMA NETWORK
SOUTHWEST NETWORK

T·H·S

TAYLOR-HOWE-SNOWDEN *Radio Sales*

SALES OFFICES: New York; Chicago; Dallas; Los Angeles; San Francisco; General Offices: Amarillo

By Appointment

HARRY WISMER

Nationally known Radio Personality begins 1947 as Assistant to the President, Mr. G. A. Richards, of WJR, WGAR, and KMPC. He will expand the important work these three stations are doing to preserve those principles of keen competition and fair play which characterize the American Way of Life.

WJR WGAR KMPC

THE GOODWILL STATION	THE FRIENDLY STATION	STATION OF THE STARS
DETROIT	CLEVELAND	LOS ANGELES

G. A. RICHARDS, President

WDBJ LISTENERS BUY 24.8% OF VIRGINIAS FOOD!

Every *fourth* bottle, can or package of foods purchased in the *whole of Virginia* is bought by people in WDBJ's listening area. That's comparable to the food bought in such cities as Boston, or Cincinnati. . . .

WDBJ is the ONLY station that can give you ALL the radio families in Roanoke and most of Southwest Virginia. Ask us —or Free & Peters—for full details.

WDBJ

5000 Watts

CBS • 960 KC

ROANOKE, VA.

Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, INC.
National Representatives

$78,425 CBC Deficit Reported; Sponsored Time Equals 18.8%

A DEFICIT OF $78,425 for the fiscal year April 1, 1945, to March 31, 1946, is shown in the annual report of the Canadian Broadcasting Corp. issued late in January, although dated at Ottawa by Chairman A. D. Dunton on Sept. 6, 1946.

Deficit is attributed in the report to a decrease in receiving set license fees, less commercial program revenue than anticipated and increased overhead due to increased payments to artists, musicians, salaries and pension fund. The report for the first time mentions that CBC is allowed a 5% supervision charge by the Canadian Government for operation of the Government"s international shortwave station at Sackville, N. B.

A detailed analysis is given on the year's programming and the return from wartime to peacetime programs with long range program planning possible. Report includes international exchange of programs between NBC and CBS and CBC as well as with BBC, also deals with feeding of special and sustaining programs to and from U. S. stations including WSUN St. Petersburg, Fla., and WHDH Boston. A full report is also given on the operations of the international shortwave service to Europe and Latin America.

18.8% Sponsored

Dealing with commercial programs the report states that 18.8% of all network broadcast time was used for sponsored programs, both Canadian and United States origin, a drop of 2.8% over 1945. This despite an increase of nearly $45,000 in commercial revenue. A total of 1,367 hours of commercial network programs were piped in from the United States, and 1,242 hours of non-commercial programs. CBC programs fed to the United States amounted to only 7¼ hours to MBS and CBS.

Engineering construction during the year was done at Halifax, Sackville, Quebec, Montreal, Toronto and Vancouver, mainly in connection with new studios. A diversity receiving station was put in at Vancouver to receive Australian and New Zealand programs for rebroadcasting on CBC, national program building was completed at Toronto, first FM transmitter was erected at Montreal, and antenna arrays were set up at Sackville for the international shortwave station.

Operations of press and information service, broadcast regulations division and station relations division were reviewed. The personnel and administrative services report shows a staff of 977, an increase of 57 in the year, and the return of 98 war veterans of 138 who had enlisted for active service.

On the financial report receipts were shown at $6,132,263, consisting of $3,773,384 from license fees, $1,683,838 from commercial broadcasting, $68,440 from miscellaneous sources as sale of publications, and $606,699 from Canadian Government for operation of international shortwave station. Expenses amounted to $6,210,689, made up of $2,939,375 for programs, $1,160,674 for engineering, $971,441 for wire lines, $285,301 for administration, $145,183 for press and information, $130,903 for the commercial division, and $577,809 for operating the international shortwave station. Obsolete equipment amounting to $40,709 was written off during the year.

Howell

(*Continued from page 22*)

service in this other field, which for so long a time has comprised an exclusive utility of the Fourth Estate.

Just as our medium is different from the newspaper and magazine field in its approach to other phases of our operation, it is likewise true that we must develop our editorial service to fit the problems that are unique to our field of audible journalism. We have a great advantage over the press in many ways: notably, in that we have the power to place the people in an active role. Instead of merely publishing letters to the editor, we can let the people who express interest in our projects, (either pro or con), air their views also.

Equal Opportunity

I might add, at this point, that not only does fair play dictate that we should afford equal opportunity to be heard to those who may differ with us, but also I would like to point out, that herein lies a tremendously important factor to the complete success of the whole idea. Nothing can stimulate the value of editorials more than the evidence of keen interest of the people.

I believe that all editorials should be properly labeled as such; that under no circumstances should they be made an integral part of a news broadcast. (I think the use of periods contiguous to news is to be recommended.) I think they should be broadcast at established times; that full coverage be afforded opposing views; that the people's needs should be the determining factor upon which editorial policy is based.

I definitely feel that if broadcasters are given the opportunity to proceed with the development of such programs, radio will gain new stature as a result, and ultimately take its place in community influence along with the press.

Until broadcasters know how they stand with the FCC on the matter, radio can never be considered as truly free!

... for excellence in the art and business of radio

AYER RADIO AWARDS, 1946

FOR EXCELLENCE IN THE ART AND BUSINESS OF RADIO

TO STATION **WHBQ**

A Special Vote of Recognition and Appreciation by the Contest Committee, for the Excellent and Effective Promotion and Publicity Supporting the 1946 Series of Football Broadcasting for Our Client

UNITED STATES ARMY RECRUITING SERVICE

CONTEST JUDGES

Dick Donahue Harry F. Warren Martha M. Clapsaddle

For N. W. AYER & SON, Inc., Radio Department, New York

H. L. McClinton
Vice President in Charge of Radio

It takes "know-how" born of many years of experience in a market to qualify for "Excellence in the Art and Business of Radio."

A knowledge of the market, its people and their reaction is essential to any successful radio campaign. Mr. Beecue's only "gimmick" is this knowledge and how to use it.

Our thanks to N. W. Ayer & Son for this new addition to our trophy room.

We know how to aid **your** client. Ask Rambeau.

Your MUTUAL Friend

WHBQ

MEMPHIS, TENNESSEE

E. A. (Bob) ALBURTY, *General Manager*

W. H. Beecue

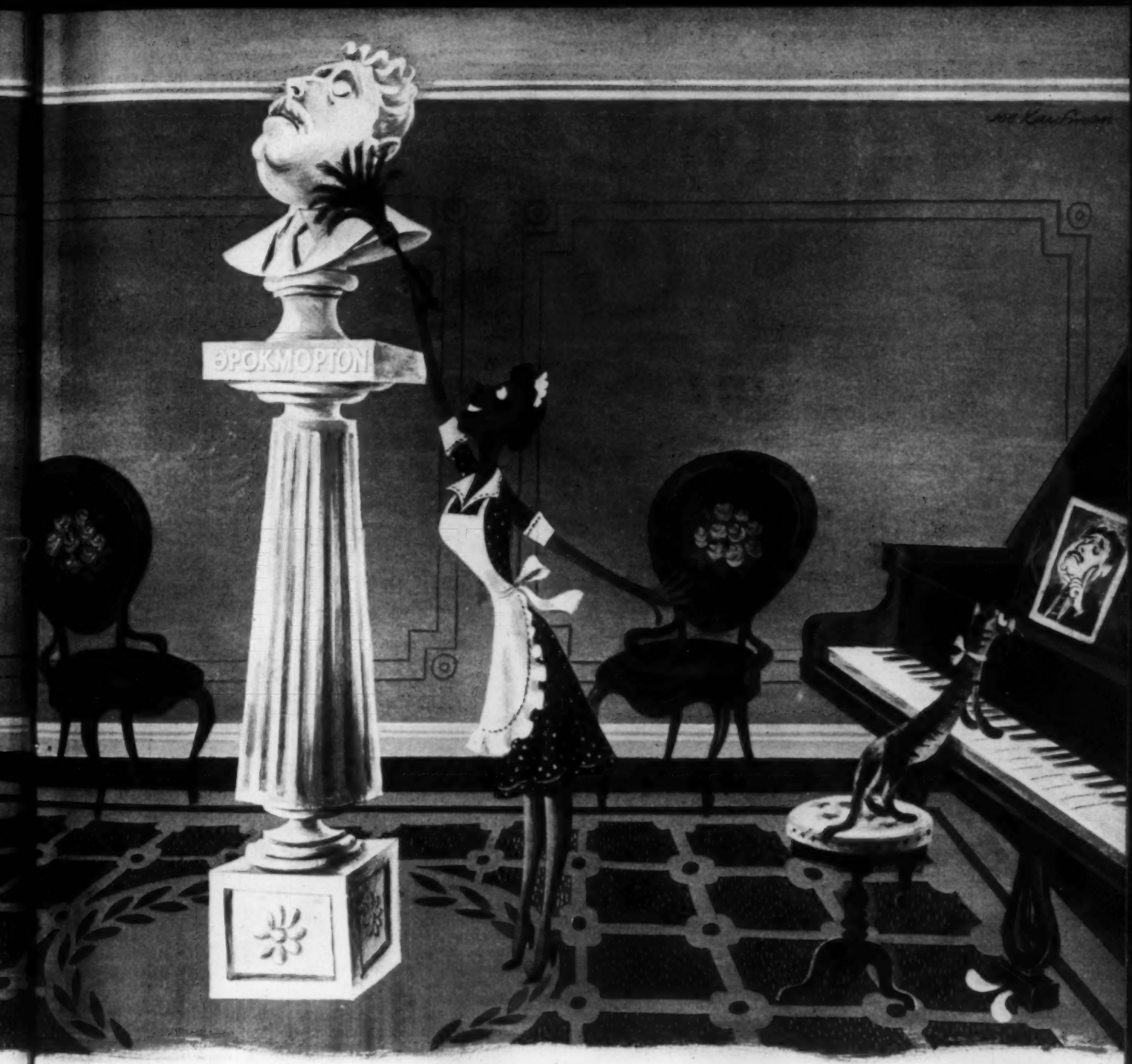
BMB gives us 27 counties daytime; 22 counties at night,—quite a bonus over the 3 counties on which our rate is based.

Represented by — **RAMBEAU** — Chicago • New York • Los Angeles

It happened on NBC

STORY OF THE GREAT MAN HIMSELF ★ The Great Gildersleeve is still a bachelor because his listeners won't permit him to marry. Back in 1943 the writers of the show introduced a romance for Uncle Mort. Listeners approved the love affair. But when the script writers took the bold step of having Gildersleeve become seriously interested in the red-haired widow Ransome, the reaction was immediate. Letters showered in stating that Gildy should remain single and devote his time to raising his teen-age niece Marjorie and nephew Leroy.

In their concern, listeners proved that the character of Throckmorton P. Gildersleeve had become as real as life. Gildy is the eternal bachelor. He is continually attracted to marriageable ladies—but only to a point just short of the altar. In shrinking from the responsibilities of wedlock he expresses the immaturity of his nature. That inane laugh and absurd pomposity are a reflection of his arrested development. The Great Gildersleeve is caught between the day before yesterday and the day after tomorrow—a ludicrous but lovable figure of adult adolescence.



Harold Peary first played the role of Gildersleeve in 1935 on the Fibber McGee and Molly show. In 1941 he emerged with his own full-time show which, under the sponsorship of the Kraft Foods Company, has risen to a position among radio's top-rated programs. Every Wednesday night finds him surrounded by a cast as distinctive as his own colorful personality. Virtually the entire cast—Leroy, Marjorie, Judge Hooker, Mr. Peavy and Eve Goodwin have only one dramatic purpose—to build up and then deflate the Great Man's ego. Only Birdie, the colored maid, is no heckler. But even into her good intentions Gildy manages to read cause for worry and mistrust.

How to make a Great Man? Endow him with a full share of human failings, lovable and recognizable to millions. Entrust the role to an actor of long experience and intuitive understanding. Bring to life his voice and character in the millions of homes served by the NBC Network. Put him in the company of other great personalities heard on NBC. The result: a life-size creation in sound as three-dimensional as your next door neighbor.

A Service of Radio Corporation of America

. . . the National Broadcasting Company

Dr. Lee De Forest Gets Edison Medal

Receives Award at AIEE Meeting; Stresses Value of Radar

RADAR has developed to the point where it "stands mutely asking leave to end collision by water, air and rail," said Dr. Lee De Forest last week in New York after receiving the 1946 Edison Medal at the annual meeting of the American Institute of Electrical Engineers.

Dr. De Forest, who was awarded the medal "for pioneering achievements in radio and for the invention of the grid-controlled vacuum tube," said that "the safety of all who fly lies in the electron tube."

The well known inventor described the electron as an important part of the 20th Century. "Here," he said, "in glass and metal lies the control of the world's greatest force, the electron. Here is man's eye to see through solids, beyond horizons, and to behold the infinitesimal, to make audible the inaudible."

Dr. De Forest is the 36th recipient of the Edison Medal. Gen. David Sarnoff, president of RCA, reviewed the inventor's scientific and engineering developments and their importance to radio as a whole. J. Elmer Housley, of Alcoa, Tenn., president of the AIEE, made the presentation to Dr. De Forest.

MBS TOTAL NOW 393 AS 11 STATIONS JOIN

MBS last week announced the addition of 11 more affiliates, bringing the network's total to 393.

The new affiliates are: KCBD Lubbock, Tex., 1000, w, 1500 kc, owned by Caprock Broadcasting Co., joins Mar. 1.

KRIO McAllen, Tex., 1000 w, 910 kc, owned by Valley Broadcasting Assn., joins March 1.

WILS Lansing, Mich., 500 w, 1430 kc, owned by Lansing Broadcasting Co., joined Feb. 2.

WPAM Pottsville, Pa., 250 w, 1450 kc, owned by Miners Broadcasting Service, joined Jan. 19.

WJSW Altoona, Pa., 250 w, 650 kc, owned by Altoona Broadcasting Co., joined Feb. 15.

WHUN Huntingdon, Pa., 250 w, 1400 kc, owned by Joseph F. Biddle Publishing Co., joins Feb. 15.

WPBZ Lock Haven, Pa., 250 w, 1230 kc, owned by Lock Haven Broadcasting Corp., joins Feb. 15.

KMHL Marshall, Minn., 250 w, 1400 kc, owned by Harry W. Linder, joined Feb. 1.

WBOB, Galax, Va., 250 w, 1400 kc, owned by Carroll-Grayson Broadcasting Corp., joined Feb. 1.

WLOE Leaksville, N. C., 100 w, 1490 kc, owned and operated by Douglas L. Craddock, joined Jan. 15.

WCTT Corbin, Ky., 250 w, 1400 kc, owned by Corbin Times-Tribune Inc., joins Feb. 15.

WFRP Airs Games

WFRP Savannah has purchased exclusive rights to broadcast the 154-game schedule of the Savannah Indians, operating in the Sally League. WFRP started broadcasting last November and has made previous exclusive sports coverage agreements for local football and basketball games with Savannah and Benedictine High Schools and with the U. of Georgia.

ENDING their first two-day session in New York on Jan. 23, members of the new NBC Stations Planning and Advisory Committee posed for this picture. Seated (l to r): H. W. Slavick, director, WMC, Memphis; Walter E. Wagstaff, general manager KIDO Boise; Paul W. Morency, vp and general manager, WTIC Hartford, committee chairman; John J. Gillin Jr., president, WOW Omaha. Standing (l to r): Richard H. Mason, manager, WPTF Raleigh, committee secretary; Milton Greenebaum, president and general manager, WSAM Saginaw, Mich.; William B. Way, vice president and general manager, KVOO Tulsa; H. Quentin Cox, manager, KGW Portland, Ore.

WRAL Objects to Commission Conclusion That WDNC Get Regional Assignment

WRAL Raleigh, N. C., told FCC last week that the Commission's conclusion that WDNC Durham, rather than WRAL, should get a regional assignment was based on "completely erroneous" findings.

Both WDNC and WRAL are seeking to move from local frequencies to 620 kc with 5 kw day and 1 kw night, directionalized full-time. Unable to grant both applications because of the interference that would result, FCC proposed to grant WDNC's on grounds that a better distribution of radio service would be achieved [BROADCASTING, Dec. 16].

To this WRAL replied, in exceptions and request for oral argument filed last week, that "numerically . . . . there are eight more stations" serving the area WDNC would gain by regional operation than are serving the area that would be added by WRAL. "Geographically," WRAL said, "approximately one-quarter of the added WRAL service area would receive its *second* primary signal from the proposed operation of WRAL. No such showing was made on behalf of WDNC."

WRAL objected to "the failure of the Commission to make appropriate findings relative to the concentration in the owners of WDNC of the media of mass communication in Durham," since WDNC is owned by the publishers of the city's only daily newspapers (*Durham Herald* and *Sun*).

The station also objected to FCC's "failure . . . . to make pertinent findings relative to the public service broadcasts of WRAL." The station said its programs and spot announcements of a public service nature totaled 2,290 hours and 1 minute in 1945.

The petition was filed by Frank U. Fletcher, Washington attorney. WRAL now operates on 1240 kc with 250 w. WDNC is on 1490 kc with 250 w. FCC's proposed decision anticipated a grant to Public Information Corp. for a new station at Durham using WDNC's present assignment in event WDNC moves to 620 kc.

RCA VICTOR DIVISION LISTS 3 PROMOTIONS

RCA VICTOR DIVISION last week announced promotion of three of its executives to new posts. Harry R. LeRoy becomes director of manufacturing, a newly created position, and Arthur Malcarney succeeds Mr. LeRoy as general plant manager of the engineering products department. Harry F. Randolph assumes the post of general plant manager of the tube department.

Mr. LeRoy joined RCA in 1923 as electrician at Harrison, N. J., became manager of test equipment design and electron tube manufacturing in 1932, and four years later was named manager of the RCA Victor plant in Indianapolis. In 1938 he was appointed executive assistant to the vice president in charge of engineering at Camden, N. J., and in 1942 was made manager of the company's largest plant in Camden, then engaged in production of electronic war equipment. His successor as engineering products department plant manager, Mr. Malcarney, formerly was plant manager of the parts department.

In his new capacity as general manager of the tube department Mr. Randolph will continue as acting manager of the Harrison tube plant, coordinating all of the company's tube manufacturing activities. He has been with RCA for 15 years.

Brechner Is Advised Problems Never End

Troubles Have Only Started, WGAY Operator Told

EDITOR, BROADCASTING:

In an article entitled "First Two Months Are WGAY's Hardest," Joseph L. Brechner, general manager, deplores the lack of sound information and advice available on handling the details of station management. He also asks for a good primer entitled, "How to Set Up and Run a Successful Radio Station."

The article in the *Saturday Evening Post* makes interesting reading for the public, but readers of BROADCASTING magazine are not so ill-advised. In fact, I think it is time we put an end to this deception and stop encouraging Mr. Brechner's pipe dream.

I don't have a primer but I can give Mr. Brechner some good advice. To begin with, how can anyone with even a superficial knowledge of the complicated structure of industry in this country be so naive about the subject as it relates to radio. If general managers could be made by reading a primer or obtaining advice, few of them would be drawing salaries of $10,000 a year as Mr. Brechner expects to do. Even the title of the article is a delusion. Broadcasters' problems are not reduced after two months. Such problems never cease —they multiply!

If WGAY's income is approaching operating expenses, Mr. Brechner is very fortunate. Will his luck continue as competition becomes keener? I wish him all the luck in the world, but he will need more than luck. He will need more than a primer or advice. He will need a capable and experienced manager to establish and maintain efficient operations for his station. Then Mr. Brechner may draw $10,000 in dividends. Only a qualified manager can actually earn that much in salary.

I have no special interest in WGAY, but this letter may help others to avoid such hazards now that so many new stations are springing up all over the country.

Julian F. Skinnell,
WLBR Lebanon, Pa.

Jan. 27, 1947.

Tower Work Begun

KGBS Harlingen, Tex., has started construction work on its new 425-ft. tower, which will be equipped with a 4-bay GE antenna and will be used for both AM and FM radiation, Troy McDaniel, general manager of Harbenito Broadcasting Co., KGBS owner, announces. The company expects the FM outlet (KGBS-FM) to be on the air about April 1, according to Mr. McDaniel. Initial operation on FM will be with a 250-w GE transmitter. A 3-kw GE transmitter will be installed upon arrival.

WLOW, Norfolk's new radio station, has already made history in Virginia's rich Tidewater area.

Two weeks before actual broadcasting was to begin, WLOW had more daytime program time sold to local sponsors than any other local station! And they are all STATION-BUILT shows—not one syndicated show in the whole long list.

Not only in advertising, but in program showmanship, WLOW is leading other stations in Norfolk. These three great programs are heard EXCLUSIVELY on WLOW—NORFOLK AT WORK; HAMPTON INSTITUTE'S WORLD-FAMOUS CHOIR; THE WOMAN'S CLUB FORUM.

Yes, WLOW has taken the leadership in programs and in sales in Tidewater. The only thing new about this station is its transmitting equipment. Every member of the staff is an experienced, individual showman. Look to WLOW for leadership. It's one of the South's most aggressive stations. Call Joe Bloom at Forjoe and Company for facts about the WLOWay of producing results.

THE STATION WITH A FUTURE

NORFOLK, VA.

1000 WATTS

WLOW

REPRESENTATIVES • FORJOE & CO. • NEW YORK, WASHINGTON AND CHICAGO

SKI BROADCAST

KOA Announcer Describes Trip Down 14,000-Ft. Ski Run

CARRYING a 60-pound short wave pack set on his back as he skied down the steep slopes of Roch Run at Colorado's famous Aspen winter playground, Announcer Tor Torland of KOA Denver, former ski pro, recently described for a nationwide audience how it feels to race down what is said to be the world's longest ski run (14,000 ft.). Mr. Torland ended his broadcast with the wry comment, "Well, this is one job I'm glad I didn't fall down on!"

Engineers handling the broadcast were Clarence Peregrine, on skis himself and carrying a cue receiver, and Vern Andrews, who remained at the technical base in the warming house at the foot of the slope. Mr. Andrews was assisted by KOA News Editor Dale D. Danford.

Radio Research Developments Outlined for Statistics Association

THREE CBS officials and a McCann-Erickson Inc., executive played key roles at the Jan. 25 session on "Recent Developments in Radio Research" at the annual convention of the American Statistical Assn. in Atlantic City.

Dr. Frank Stanton, CBS president, presided at the meeting, while Oscar Katz, assistant CBS research director, Dr. Donald Horton, manager of the CBS Television Research Institute, and Dr. Herta Herzog, manager of research for McCann-Erickson, delivered addresses.

Dr. Horton, speaking on "First Steps in Television Audience Research," said that "relatively little has been done in the field of television home audience measurement largely because this audience is too small . . . to justify an intensive job of home audience research."

He explained that the CBS Television Audience Research Institute is concentrating on program analysis work, using the informal group technique as its basic method. "We're serving two functions," he pointed out. "First, we give practical aid to the program director by reporting audience reaction to his production. Second, we're helping prepare the groundwork for large scale research when television is a major industry."

Program Analyzer Discussed

Mr. Katz spoke on recent experiences in the use of the Program Analyzer, which was invented in 1937 by Dr. Stanton and Paul F. Lazarsfeld. He gave examples of studies of the Program Analyzer during the past two years and showed how several CBS programs had been improved by implementing findings of the Analyzer.

Dr. Herzog also spoke about the Program Analyzer. One of the advantages of this testing device, she said, is that it obtains reactions immediately. In general, the machine permits a testing of a true cross section of listeners, she said, and is the most advanced research device to test audience response to films and radio programs.

Dr. Herta Herzog, radio research department manager for McCann-Erickson Inc., is shown with Dr. Frank Stanton, CBS president.

QUEBEC GROUP SCANS BROADCAST PROBLEMS

QUEBEC BROADCASTING stations, at a general meeting on Jan. 27 at Montreal, decided to have their annual meeting at Montreal on May 17. Afternoon and evening were devoted to discussing problems with officials of Canadian Assn. of Broadcasters, including Harry Dawson, manager, Douglas Scott, director of broadcast advertising, and Jim Allard, director of public services.

Matters considered included the financial statement questionnaire recently issued to all broadcasting stations by Department of Transport, Ottawa; possible Parliamentary Committee appointment by Parliament this session; clause 10 of proposed CBC FM regulations which would require all AM stations eventually to give up their AM licenses and use only FM; plans of Scott for selling broadcasting as a medium; and public relations operations planned by CAB and those which stations could use.

Narcisses Thivierge, CHRC Quebec, president of Quebec Broadcasters Assn., was chairman of the meeting.

Attending, in addition to those named, were: Phil Lalonde, CKAC Montreal; Roland Beaudry, CKRN Rouyn; T. Caron, CJBR Rimouski; Jack Thivierge, CHEF Granby; Paul LePage, CKCV Quebec; L. Trepanier, CHLN Three Rivers; R. Benoit, CKCH Hull; A. Gauthier, CHLT Sherbrooke; C. A. Berthiaune, CHLP Montreal; and L. Gauthier CKTS Sherbrooke.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

NATIONAL SPOT

ENDORSEMENT!

PHILLIPS 66
MONTGOMERY WARD
JOHN MORRELL CO.
MILWAUKEE ROAD
SEARS-ROEBUCK
HAMM'S BEER
FORD MOTOR CO.

CBS AFFILIATE

*

SINCE SEPT. 20

1946

RED TOP ALE
MARSHALL-WELLS
BULOVA WATCH
B. F. GOODRICH CO.
PHILCO
P and G TIDE
P and G CAMAY

*DATE OF OPERATION UNDER NEW OWNERSHIP

Consider—then Contact

JOHN E. PEARSON CO.

"G-HOUR" FOR PITTSBURGH'S HOME PLANNERS

G-Hour? That's *Gardiner* hour.. *Evelyn Gardiner*, whose "Home Forum" on KDKA draws Pittsburgh's biggest audience of housewives, at 1:30 P.M., Monday through Friday.

What's the big attraction? Practical, down-to-earth advice on home management, nutrition, marketing.. keyed to the special problems of this tri-state area. Pittsburgh women not only listen avidly to the "Home Forum" on the air, but also keep the studio guest-roster full while Miss Gardiner's Westinghouse Test Kitchen is in session. There, once a week, club groups see a demonstration of "Home Forum" products, enjoy refreshments whipped up in the kitchen, and head happily homeward with an armful of "Home Forum" products and samples.

If you wanted to schedule a club group for a Kitchen Party, we'd have to tell you that these affairs are booked solid for the next two years. But if you want a participation on the "Forum" show, you'll find the picture brighter. A few openings are available now. NBC Spot Sales can tell you all about it.

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS INC

KEX KYW WBZ
WBZA WOWO KDKA

National Representatives, NBC Spot Sales — Except for KEX • For KEX, Free & Peters

there are a lot of eggs in our "basket"

Among them are top NBC shows, consistent first Hooper ratings season after season, middle of the dial frequency at 790, the publicity and prestige backing of the Commercial Appeal—the South's greatest newspaper—and many others.

You can put your advertising dollars in one basket in Memphis—that's WMC, the station most people listen to most in the Mid-South.

—the station with the billion dollar market area

WMC

★ MEMPHIS • NBC • 5000 WATTS

DAY AND NIGHT

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

NATIONAL REPRESENTATIVES, THE BRANHAM CO

MEMPHIS' DOMINANT RADIO STATION

"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"

FERRIS HEADS PUBLIC RELATIONS DIRECTORS

EARLE FERRIS, president of Earle Ferris Co., New York, was elected president of the National Assn. of Public Relations Counsel Inc., at its 10th annual meeting held last week at the Hotel Lexington, New York.

The following were elected vice presidents: Paul Garrett, vice president of General Motors Corp., Detroit; William H. McGaughey, director of public relations, Automobile Manufacturers Assn., Detroit; Marvin Murphy, director of public relations, N. W. Ayer & Sons; G. Edward Pendray, public relations counsel, New York, and Conger Reynolds, director of public relations, Standard Oil Co. of Indiana.

Edward F. Thomas, vice president in charge of public relations, Geyer, Cornell & Ganger, was elected secretary, and Paul Haase, assistant secretary of Controllers Institute of America, was reelected treasurer. Pendleton Dudley, retiring president, was elected a director for a one-year term.

'Kate Smith Speaks' Goes From CBS to MBS June 23

THE *Kate Smith Speaks* program, currently sponsored on CBS, Mon.-Fri., 12 noon-12:15 p. m. by General Foods Corp., New York, will switch to MBS on June 23 to be broadcast as a cooperative program available for sale to more than 400 stations. Miss Smith and Ted Collins will be heard on MBS Mon.-Fri., 12 noon-12:15 p. m., and the *Checkerboard Jamboree* show, sponsored by the Ralston-Purina Co., currently heard on MBS at that time, moves to the 12:15-12:30 p. m. spot on Feb. 3.

General Foods also will drop the *Kate Smith Sings* show currently heard on CBS, Sun., 6:30-7 p. m., in early June, but will retain its half hour of radio time Sunday evening and its Mon.-Fri. noon quarter-hour spot. It is understood that the company is looking for new shows through its agencies, Foote, Cone & Belding and Young & Rubicam, New York.

Radio-Relay Request

THE American Telephone & Telegraph Co. has filed application with the FCC for authority to install terminal stations in New York and Chicago for an experimental radio-relay communication system betweeen the two cities. Purpose of the proposed system is to permit further experimentation with the radio-relay method of transmitting telephone conversations and television programs. About three years will be required to complete the system, which will include construction of 40 intermediate radio-relay stations along the route.

BOSSMAN, H. Leslie Atlass (l), vp of CBS Central Division and general manager of WBBM Chicago, bids bon voyage to Everett Holles, WBBM news editor, as Mr. Holles left for a European tour Jan. 14 [BROADCASTING, Jan. 20]. Mr. Holles is one of eight newsmen and the only Midwestern radio representative invited by Secretary of War Patterson "to observe and report on conditions and problems facing American forces of occupation with particular emphasis on military government."

FM Station Ad Held Top Spot Among Men Readers

AN ADVERTISEMENT announcing the new WRUN Rome, N. Y., FM station of the *Rome Sentinel*, took top position among men readers of the *Sentinel* on Nov. 13, 1946, according to a survey just released by the Advertising Research Foundation, New York.

The ad, one of a series run by the *Sentinel*, to promote its station, which went on the air in December [BROADCASTING, Sept. 23], scored 24% to top the men's list, the foundation reported. It was a 532-line advertisement. The survey was part of the continuing study of newspaper advertising readership being conducted by the Advertising Research Foundation, sponsored jointly by the American Assn. of Advertising Agencies and the Assn. of National Advertisers.

New File Number Plan

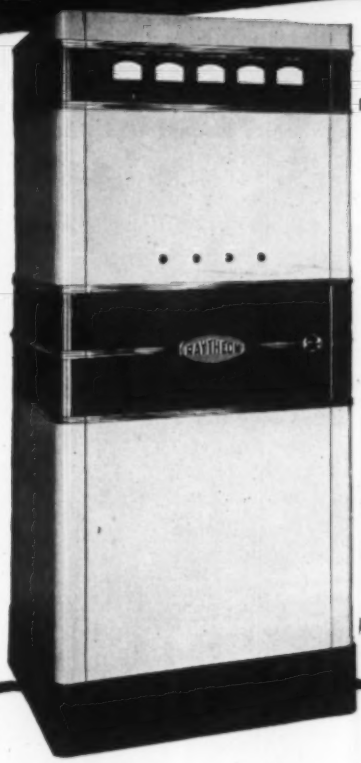
A NEW SYSTEM of file numbers for broadcast applications, eliminating the present practice of assigning zone numbers to indicate geographical areas, was announced by FCC last week. Numbers of all broadcast applications are prefixed by "B"; next come the letter or letters indicating the type of application—AL for assignment of license, P for construction permit, R for renewal, TC for transfer of control, etc.

These letters are followed by letters indicating the class of station involved; CT for commercial television, ED for noncommercial educational, FB for facsimile, H for commercial FM, etc. (In cases involving standard broadcast stations, no letters are used except those showing the type of application.) The numerals following the identifying letters indicate the progressive numbering for each type of application and class of station.

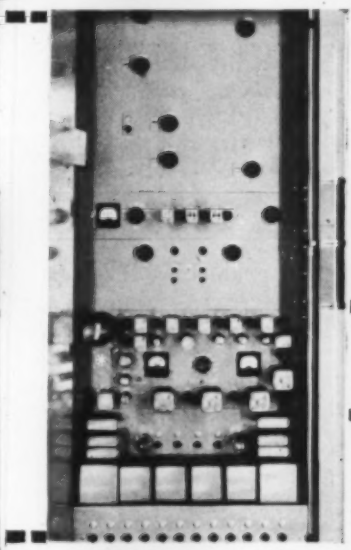
RAYTHEON'S 250 WATT FM TRANSMITTER

INCORPORATING THE NEW

Cascade PHASE SHIFT MODULATION



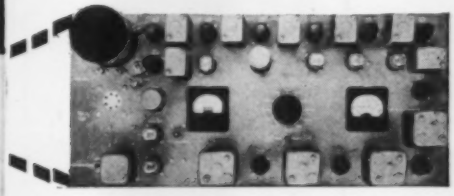
250 Watt FM Transmitter, also standard exciter unit for all higher power.



Thorough tests in actual competition with all other systems of modulation have proved the superiority of the Cascade Phase Shift Circuit—in signal quality, simplicity and dependability.

Raytheon's Cascade Phase Shift Modulation is a basically direct circuit which adds the phase shift of six simple stages to produce the required phase shift needed for high fidelity modulation—at an *inherently* lower noise level. This extremely simple circuit eliminates the major faults of other systems and brings important advantages never before possible (See features).

Carefully compare and you will buy Raytheon. *Place YOUR order now for Fall delivery.*



Above—Complete Cascade Phase Shift Modulator. Left—Front control panel of Transmitter.

YOU WILL WANT EVERY ONE OF THESE TEN IMPORTANT FEATURES . . . ONLY RAYTHEON CAN GIVE THEM TO YOU

1. Simplified circuit design thru the *Cascade* system gives stability and efficiency to Raytheon FM.

2. Direct Crystal Control, independent of modulation, gives positive and automatic control of the mean carrier frequency. No complicated electronic or mechanical frequency stabilizers are used. A single high quality crystal does the job.

3. An inherently lower noise level is achieved by Cascade Phase Shift Modulation which adds the phase shift of six simple stages.

4. Very low harmonic distortion—less than 1.0% from 50 to 15,000 CPS with 100 KC frequency deviation.

5. Conservatively operated circuits prolong tube life—prevent program interruptions.

6. No expensive special tubes. The modulator unit uses only inexpensive receiver type tubes of proven reliability.

7. Unit construction. There is no obsolescence to Raytheon FM Transmitters. Add an amplifier later to give the desired increase in power. All units are perfectly matched in size, styling and colors.

8. Simple, very fast tuning. Circuit can be completely tuned up in two or three minutes without external measuring instruments.

9. Lasting economy. Low first cost—low power cost—advanced engineering design—plus modern styling, guarantee years of satisfaction.

10. Easy to service. Excellent mechanical layout, vertical type chassis and full height front and rear doors make servicing fast and easy.

RAYTHEON MANUFACTURING COMPANY

Broadcast Equipment Division

7517 No. Clark Street, Chicago 26, Illinois

RAYTHEON

Excellence in Electronics

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

IT DOESN'T PAY TO IGNORE THE OUTSIDE* AUDIENCE

on the Pacific Coast, either!

A C. E. HOOPER 276,019 coincidental telephone survey proves that only Don Lee covers the outside (as well as the inside) audience . . . the people living outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located, and who account for nearly half of the Pacific Coast retail sales.

JUNIOR will only get his trousers warmed for ignoring his outside audience—but you'll lose approximately half of the 12,117,584 population and $9,038,433,000 retail sales if you turn your back radiowise on the important Pacific Coast outside audience. For only Don Lee gives complete coverage to the more than 3½ million radio families in the Pacific Coast area.

ONLY DON LEE *has enough stations (41) to cover all the important mountain-surrounded markets.*
ONLY DON LEE *can deliver both the inside and outside market.*
ONLY DON LEE *can say, "More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of one of our network stations."*

Any network can deliver the inside half of the market, but only Don Lee can deliver the whole market. Chalk that up on your blackboard when you're making up your next Pacific Coast radio budget.

The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Grant Proposed for Independence

FCC Also Makes Decision On Wichita, Topeka Applications

GRANTS for a new 1-kw daytime station in President Truman's home town of Independence, Mo., and 250-w outlets in Wichita and Topeka are anticipated in a proposed decision announced by FCC.

Winners of the proposed grants:

Frank E. Fowler and associates doing business as Blue Valley Co., for 1510 kc with 1 kw, daytime only, at Independence.

KAKE Broadcasting Co., for 1490 kc with 250 w fulltime at Wichita.

T. Hall Collinson and Norville G. Wingate trading as Collinson-Wingate Broadcasting Co., for 1490 kc with 250 w fulltime at Topeka.

Six other applications, mutually exclusive with those which FCC proposed to grant, were given proposed denials. A seventh, filed by Wichita Broadcasting Co. seeking 1490 kc with 250 w at Wichita, was adjudged in default and denied because the applicant failed to appear at the hearing.

The Commission also proposed to sever the application of Inland Broadcasting Co., which seeks authority to move KORN Fremont to Lincoln, Neb., from the other applications in the proceeding and consider it in connection with two other Inland applications—one involving Inland's proposed $20,000 purchase of KORN from Nebraska Broadcasting Corp. [BROADCASTING, March 18], and one for a new Inland station at Fremont in event the removal of KORN is approved.

Proposed Denials

Applications which FCC proposed to deny in the proceeding were those of Air Capital Broadcasting Co., Wichita Beacon Broadcasting Co., and KCLC Broadcasting Co., all of which requested 1490 kc for new 250-w stations at Wichita; KTOP Inc., headed by former Secretary of War Harry H. Woodring, seeking a new Topeka station on 1400 kc with 250 w; KTSW Emporia, to change frequency from 1400 to 1490 kc, and General Broadcasting Co., requesting 1490 kc for a new 250-w station at Independence.

FCC pointed out that the Air Capital, Wichita Beacon, KAKE, and KCLC 1490 kc applications for Wichita conflicted with each other and also with the KTSW request at Emporia. A grant of one of the Wichita applications was preferred over KTSW's on grounds that Wichita, although it now has three AM stations, is an industrial and agricultural center with a population eight times Emporia's; further, FCC said, a grant to KTSW for a new frequency would offer no new competitive service in the Emporia area.

KAKE was selected for the Wichita grant on the basis of local ownership, program plans, integration of ownership with management, plans for an advisory council, and the experience of General Manager Clark A. Luther, 20% stockholder, who is now national sales and promotion manager of KFH Wichita and previously was with WHO Des Moines.

The proposed denial of KTSW's application to move from 1400 to 1490 kc meant that KTOP Inc.'s bid for a Topeka station on the present KTSW assignment must also be denied. KTOP offered to accept 1490 kc at Topeka, but FCC concluded that Collinson-Wingate, seeking the same frequency, made "the better showing." This decision was based on local residence of Messrs. Collinson and Wingate, and on the finding that KTOP Inc. and KTSW are "commonly controlled and a grant to KTOP Inc. would result in considerable overlap of service."

Between the two Independence applicants, FCC preferred Blue Valley on grounds that two of its four owners have a radio background and all are Independence residents, while only one of three owners of General Broadcasting has had radio experience (William C. Turner, who holds a restricted radiotelephone operator's license) and General Broadcasting's proposed general manager (Robert E. Northcutt, one of the partners) has never lived at Independence.

Ownership of the proposed grantees:

Blue Valley Co., Independence—Equal partnership of Frank E. Fowler, business manager of Craig Siegfried Printing Co. at Independence, who would be business manager of the station; Craig Siegfried, owner of the printing company and one-time manager of the former KGIZ Grant City, Mo., who would be general manager; Cedric Siegfried, attorney; Charles Siegfried, real estate salesman, former member of a mission to set up a radio school and radio communications network for the Peruvian army.

KAKE Broadcasting Co., Wichita—Mark H. Adams, attorney, president and 11.10% of common stock; Clark A. Luther, now with KFH and formerly with other stations, vice president and general manager (22.33%); Robert B. Dockum, drug store owner (16.66%); Ivan M. West, certified public accountant (16.66%); H. E. Zoller, in oil and paint business (16.66%); Charles E. Jones, attorney (5.55%).

Collinson-Wingate Broadcasting Co., Topeka—Equal partnership: Thomas Hall Collinson, attorney and minority stockholder and director of Stauffer Publications Inc., which owns KGFF Shawnee and a number of newspapers in Kansas, Oklahoma, Nebraska and Missouri; Norville G. Wingate, war veteran and formerly sales manager of a Topeka advertising company. They would manage the station.

Operation Polio

AT THE INVITATION of WHCU, Cornell U. station, the Ithaca (N.Y.) Reconstruction Home, where polio victims are rehabilitated, designated Jan. 30 (the late President Roosevelt's birth date) as "Operation Polio Day" and provided announcers, writers, entertainers, newscasters, sportscasters, a program manager, and even switchboard operators to run WHCU from sign-on time, 7:30 a.m., to sign-off at 6:15 p.m. that day. The community service project was designed to swell Ithaca's contributions to the March of Dimes fund.

S. C. Walker Leaves KMBC To Join Conlan and Assoc.

SIDNEY C. WALKER has resigned as treasurer of KMBC Kansas City, Mo., to become vice president and treasurer of Robert S. Conlan and Assoc., radio and advertising research firm, whose home offices are in Kansas City. Mr. Walker, a leader in banking and business circles in Kansas City for more than 20 years, will be active in the management of the Conlan firm, which plans to incorporate soon. He also will handle advertising and agency relation contacts.

Mr. Walker

The Conlan enterprise had its inception ten years ago when Robert S. Conlan entered the field of coincidental radio telephone surveying. He conducted the business until 1944 when he was joined by John L. Guyant.

When the proposed incorporation is effected Mr. Conlan will assume the title of president and director of sales. Mr. Guyant, as vice president, will head the field and production departments.

Mr. Conlan has announced that with the addition of Mr. Walker to his staff he plans to provide complete advertising and marketing research services covering the entire country, with major emphasis on radio surveys.

Oral Pleas Scheduled

ORAL ARGUMENTS on FCC's proposed revisions in frequency service allocations to non-government fixed and mobile services between 30 and 40 mc, 152 and 162 mc, and 1000 and 13000 mc will be held before the Commission today and tomorrow (Feb. 3-4). The sessions relating to 30-40 mc and 152-162 mc, today at 10 a. m. and 2 p. m. respectively, will be held in the Commerce Dept. Auditorium, and it was thought that the 1000-13000 mc proceeding at 10 a. m. tomorrow also would be held there. Approximately 15 companies and organizations were reported planning to take part in each proceeding, and each was requested to limit its oral presentation to 20 minutes.

BILLS TO EASE HIGH COURT LOAD OFFERED

THE CONSTANT flood of appeals to the Supreme Court from decisions and orders of the FCC, ICC and Maritime Commission has resulted in two proposed bills which would give the high court discretionary review powers.

Under the Communications Act of 1934 FCC orders could be appealed "of right" directly to the Supreme Court from three-judge district courts, by-passing the Circuit Court of Appeals. The Administrative Office of the U. S. Courts, business arm of the Supreme Court, has submitted two bills to the House Judiciary Committee, one of which would give the Circuit Court of Appeals "exclusive jurisdiction to enjoin, set aside, suspend (in whole or part) or determine validity of all final orders of the FCC . . ."

Appeals from decisions of the Circuit Court would be heard, under the proposed legislation, only at the discretion of the Supreme Court, instead of, as formerly, mandatorily.

Ralph R. Beal, Executive Of RCA, Dies in New York

RALPH R. BEAL, vice president in charge of engineering of RCA Communications Inc., New York, and a pioneer in radio, television and electronics, died at Doctors Hospital, New York, on Jan. 24 at the age of 59 [BROADCASTING, Jan. 27].

In the early days of radiotelegraph communication Mr. Beal, then a field engineer, participated in the first investigations into high-power point-to-point radio transmission and contributed toward its development into a dependable means of world-wide international communication. Later, as research director of RCA, he had the responsibility of coordinating research and advanced engineering development activities of RCA and its subsidiaries.

Mr. Beal joined RCA in 1926 as its Pacific Division engineer, was transferred to New York as research supervisor in 1934, and three years later was made research director. When RCA formed a committee in 1935 to study television broadcasting, Mr. Beal was made chairman, a post he held for nine years.

He is survived by his wife, Merle Bertsche Beal, and a son, Ralph Jr., an aeronautical engineer with Douglas Aircraft Co. at Santa Monica.

60-Day Continuances

TEMPORARY licenses of WTEL Philadelphia and WAML Laurel, Miss., have been continued for 60 days, FCC announced last week. The Commission said WTEL's was extended pending disposition of related cases and WAML's pending consideration of additional information requested by FCC.

Let's stop short-changing radio!

Case #28

—one of a series to show the men who build programs, and who buy and sell time, how sound radio research is revealing new values of the medium—and new opportunities in its use.

—the story of "a great wrong" done "a great medium."

Nobody's exactly to blame—but read on—

"The Odd Tale of the Missing Multiplier"

Let's take a look at certain facts of life—and radio

Radio reaches people. This one basic fact makes it an advertising medium. But how many people does radio reach? That's the question. And right along it gets an odd answer. Men who sell time, and men who build programs, almost always fail to include all the listeners that radio really reaches. Thus they not only short-change themselves, and the medium, but fail to report to advertisers the true and total impact of radio.

Here's how this happens.

The power of radio comes from two main factors:

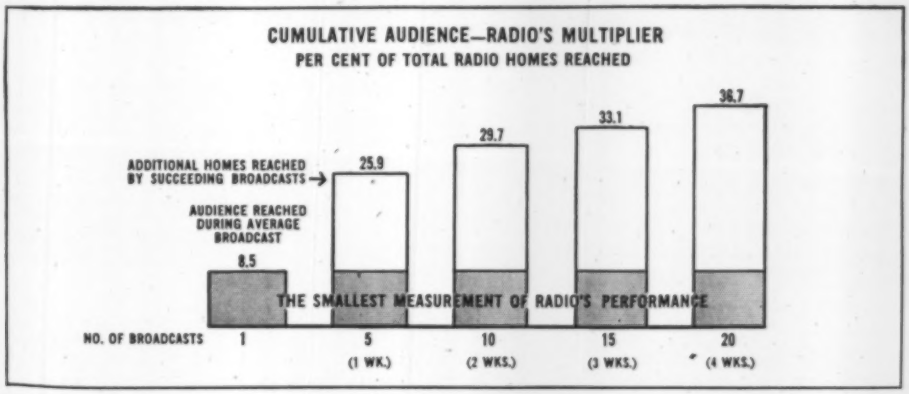
(1) the pull of the program during each individual broadcast

(2) the power of a *series* of broadcasts to spread radio impacts over a large percentage of the total market for a product.

Unfortunately, habit and custom have fastened upon radio the measurement of radio's power in terms of *single broadcasts only*. This single-broadcast measurement, even though repeated week after week, fails to reveal the force of the *cumulative* factor—

which creates the true, much larger coverage of the total market for the product. To leave out this cumulative measurement of the total audience, gained over a series of broadcasts, is unfair to the medium, and can prove costly.

Take a look at the chart.



It diagrams the impact of radio as it actually happens, and as you use it. It supplies the "missing multiplier" and evaluates the build-up of audience by each succeeding broadcast. When this is done, as indicated, we move from radio's *smallest* measurement (a rating of 8.5% per broadcast) over a period of time to 5 broadcasts, then 10, then 15, and finally to the 20 broadcasts that (combined) have reached 36.7% of radio families in an interval of 4 weeks.

If confined to a series of single-broadcast ratings, the *seller* of radio is handicapped in making comparisons with other media; the work of the radio *producer* stands in an unfavorable light; and the *buyer* of radio underestimates the true value of his purchase—and remains wholly in the dark regarding the percentage of his market that is adequately covered, and the part which, not being covered, is wide open for unopposed invasion by competitors.

Only by the research service of Nielsen Radio Index can this total cumulative force of radio ("market coverage") be measured—on a continuous basis, over selected periods of time.

This is still another example of the unduplicated service of NRI, disclosing the true values of radio as a medium—for those who sell—to those who buy.

Our experienced service executives are ready to describe many such examples to you. We will welcome your inquiry.

Nielsen Radio Index—*A Complete and Accurate Research Service which provides, on a continuous basis, the vital facts needed in solving the problems and capitalizing the opportunities of programming, time buying, and time selling of Radio.*

NRI

A. C. NIELSEN COMPANY • 2101 HOWARD ST., CHICAGO • 500 FIFTH AVE., NEW YORK

WORLD'S LARGEST MARKETING RESEARCH ORGANIZATION

MANAGEMENT

EDWARD R. RAASCH, WAOV Vincennes, Ind., program director-assistant station manager, has been named station manager. He succeeds **VICTOR H. LUND**, who resigned because of poor health.

NUMA (Doc) FABRE Jr., program director of WAJR Morgantown, W. Va., has been appointed station manager to succeed **NORMAN KNIGHT** who resigns to join MBS. **JACK FLEMMING**, chief announcer, becomes program director. **RICHARD (Dyke) RAESE**, vice president of West Virginia Radio Corp., station licensee, has assumed duties of general manager of the corporation, post which Mr. Knight also had held.

JACK GOODMAN, assistant manager of KALL Salt Lake City, in addition to his present duties, has been named head of Intermountain Network news staff. He will act as liaison between Intermountain Network stations and Salt Lake Tribune-Telegram which acts as news-gathering agency for network.

WILLIAM F. MAAG Jr., president of WFMJ Youngstown, Ohio, has been named chairman of Committee of Christian Sponsors for the United Jewish Appeal, which is conducting campaign for $40,000 for relief and rehabilitation of European war victims.

I. E. SHOWERMAN, general manager of NBC Central Division, and **NORMAN ROSS**, WMAQ Chicago m.c. and former Olympic swimmer champion, have been appointed by Mayor Edward J. Kelly to Citizens Olympic Committee. Group is leading campaign to have Chicago selected as site of 1952 Olympic games.

EDWARD R. MURROW, vice president and director of public affairs for CBS, has been named as member of advisory board of Yale Review.

ALBERT JOHNSON, manager of KOY Phoenix, has been named 1947 chairman of American Red Cross Fund for Maricopa County.

JOHN J. HURLEY, general manager of WNEB Worcester, Mass., is the father of a girl.

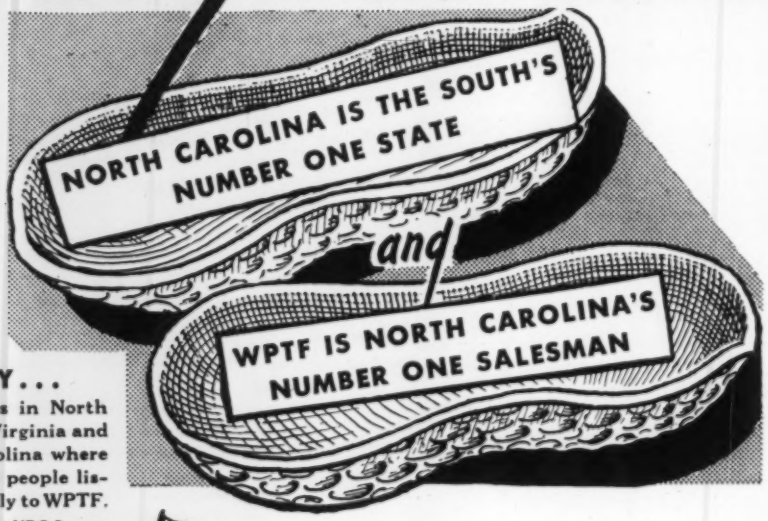
G. A. RICHARDS, president of WJR Detroit, WGAR Cleveland and KMPC Hollywood, is en route to Detroit for month's conferences with **HARRY WISMER**, his newly appointed assistant, and other key executives there and in Cleveland.

WILLIAM A. BANKS, president of WHAT Philadelphia, is on an extended tour of Mexico for six weeks.

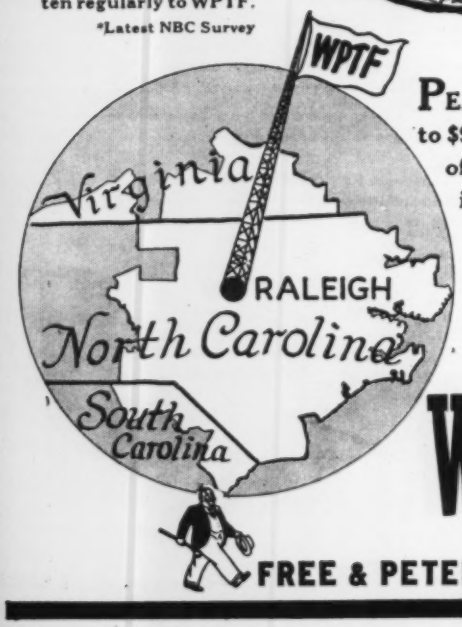
ROY DUNLOP, former production manager of CBR Vancouver, B. C., who has been appointed English program director of KGOY Chungking, China, is to set up broadcasts in English for the Chinese Broadcasting Administration. He was incorrectly identified as representative of the Canadian Broadcasting Corp. (CBC) in BROADCASTING, Dec. 23. The CBA (not CBC as earlier identified) plans to build a chain of FM stations along the China coast with which it hopes to reach English speaking people in the Far East, according to Mr. Dunlop.

R. W. DICKSON, manager of National Grocers Co., Niagara Falls, Ont., has been elected chairman of the advisory council of CKVC that city [BROADCASTING, Jan. 27]. Council was formed by **B. H. BEDFORD**, station owner, and is composed of prominent citizens and public officials. Group is to meet at least four times annually.

The Story In A Peanut Shell



*PRIMARY . . .
71 counties in North Carolina, Virginia and South Carolina where 77% of the people listen regularly to WPTF.
*Latest NBC Survey



PEANUTS help swell North Carolina's farm income to $979 million—largest of any Southern state. And of North Carolina's peanut crop, 95% are grown in those counties where 77% of the families listen regularly to WPTF.

This is one shell game you can't lose. Write now for availabilities!

WPTF 680 KC 50,000 WATTS NBC
Raleigh, North Carolina

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

ABC STARTS EARLIER WITH MANNERS SHOW

ABC, effective today (Feb. 3), will open at 7:30 a.m., a half-hour earlier each morning, to enable Sterling Drug Inc., New York, to present its *Zeke Manners Show*, Mon.-Fri., 7:30-7:45 a.m. The 52-weeks contract was placed through Dancer - Fitzgerald - Sample, New York. Firm has sponsored the Manners show for the past year on ABC's Pacific Coast network five times weekly, 10:45-11 a.m.

The program will be heard live in the East, originating from Hollywood, and from 8:30-8:45 a.m., another live repeat broadcast will be aired for ABC's Central Division, with subsequent live repeat broadcasts to be made at the proper hours in both Mountain and Pacific Coast areas.

At the conclusion of the Manners show at 7:45 a.m., ABC will close its network for 15 minutes during which each affiliate will program locally.

In addition to the *Zeke Manners Show*, Sterling also sponsors the *Bride & Groom* program on ABC, Mon.-Fri., 2:30-3 p.m.

KWLK - FM, Washington State Station, Launched

KWLK-FM Longview, Wash., went on the air Jan. 25 and is broadcasting on a six-hours-a-day schedule—12 noon to 3 p.m. and 6-9 p.m.—on 104.3 mc with 250 w.

C. O. Chatterton, principal owner and manager of KWLK and KWLK-FM, states that present plans for programming provide that, wherever possible, KWLK-FM will broadcast programs entirely different from those of KWLK.

Transmitting equipment for the new FM outlet was supplied by General Electric, with the exception of the antenna, which was specially designed by Harold Singleton of Portland and built and installed by C. H. Fisher.

Williams Named

HOWARD D. WILLIAMS, former vice president and general manager of Erwin, Wasey & Co., New York, has beeen appointed president and general manager of the agency succeeding Louis R. Wasey who has resumed his former office of chairman of the board. Mr. Williams has been with Erwin, Wasey for 14 years, and prior to that occupied an executive position with the National Cash Register Co.

New Standards List

REVISED list of standards has been published by American Standards Assn., 70 E. 45th St., New York 17, N. Y. The list includes one new radio standard, C63.1-1946, covering radio interference of electrical components and completed assemblies of electrical equipment for the armed forces from 150 kc to 20 mc, method of measuring. It may be obtained free.

Poem:

For tops in patter, gags and musical refrains
KLAC gives you the ALARM CLOCK CLUB with

"Haynes at the Reins"

End of poem

Dick "M.C." Haynes

Dick "Alisandro" Haynes

Dick "Sloppy" Haynes

Dick "Cowboy" Haynes

A three-hour mirthquake in the form of towering Dick Haynes, radio luminary of 15 years standing, is giving the Los Angeles audience its happiest hours between six and nine a.m. daily. A split personality of comedian and salesman, Haynes is recognized as unique among the nation's disc jockeys. His program runs the gamut, from western tunes, old and new tunes, to novelties and requests—His humor the gamut from half a dozen personalties to a talking dog. Fan mail indicates Haynes' enormous popularity.

National Representative: ADAMS J. YOUNG, Jr., New York & Chicago

"The Most Wonderful Story in Radio"

SAYS MR. AUBREY WILLIAMS

PUBLISHER OF SOUTHERN FARMER, MONTGOMERY, ALABAMA

★

INVEST YOUR AD DOL

★

ASK FREE & PETERS FOR THE HOOPER AND TERRIFIC MAIL STORY

★ ★

Southern Farmer Magazine bought 3 15-minute segments of WCKY's Jamboree in June, 1946, and increased it to 13 15-minute segments in November (7 during the night Jamboree and 6 in the morning Jamboree) in a circulation drive to secure new subscribers. In six months, WCKY has delivered in excess of 130,000 paid subscriptions for Southern Farmer. These facts can be verified by Miss Pearl Hornburg of the Neal Advertising Agency, Chicago, and Mr. Aubrey Williams, Publisher of Southern Farmer, Montgomery, Alabama.

LAR WCKY's-ly

ATINGS

Editorial

FMA's First Lesson

LAST MONTH there was formed the FM Assn. to foster development of this new broadcast medium and to accelerate its public introduction and acceptance.

The organization was launched auspiciously with the benediction of the FCC and the support of broadcasters, manufacturers and others interested in fostering this new and important branch of the mass radio media. Bill Bailey, able associate editor of BROADCASTING, was retained as executive director. Roy Hofheinz, Houston ex-judge and more recently both an AM and FM owner, was elected first president.

Judge Hofheinz' first official act was to request the FCC to delete all references in its rules and forms to "standard" broadcasting and to substitute the term "AM." He argued it was misleading to the public to refer to "an inferior service as a standard service."

We think Judge Hofheinz is off base. He is picking a fight where none exists. He's asking for something revolutionary, when it is generally recognized that FM's development must be evolutionary. Listeners are not going to junk their present receivers which are providing satisfactory service until a new and better service is made available.

The mission of FM Assn., as we understand it, is to promote FM's emergence as a national radio service. It does not essay to function as a trade association, competitive with the NAB. Its function, therefore, is affirmatively to sell FM, not precipitate internecine strife that will pit the AM operator against the FM zealot.

FM must rely upon AM broadcasting as its foundation. AM broadcasters, as was expected, are in the majority in FM. FM ultimately must achieve its place on merit.

Judge Hofheinz impresses us as an enterprising young man. He started a new AM station in Houston, presumably to "pay the freight" for his FM operation. He is an applicant for standard (AM) stations in New Orleans and San Antonio. He must figure there is still some life left in AM.

We are for any development in radio that provides an improved and more abundant service for the public. FM, properly nurtured, bids to do that. Television does too. But AM, for the present, and for the foreseeable future, *is* the primary medium and will *remain* the medium until these other services affirmatively prove their merit.

A Woman's Place

THE WOMEN now want a woman on the FCC.

President Truman has been besieged by the General Federation of Women's Clubs to fill the FCC vacancy with a woman, because they say women make up the majority of daytime listeners but have no voice on the FCC. It's just as simple as that. And as misguided.

It started when a political deal was concocted and almost jelled, for appointment of Marion E. Martin, ex-assistant chairman of Republican National Committee to the Porter vacancy. That appears to have washed out.

Some folks, it seems, have the notion that the FCC is *authorized* to regulate programs. After reading the Blue Book, we wonder too. But we'll take the FCC's word for it and say that it doesn't have that authority.

The FCC has an important job ahead—a job not adequately done either because it doesn't have the personnel, or because that personnel has been otherwise engaged. There are the International Telecommunications Conference, another NARBA, and related matters of international and domestic allocations to be tackled.

The FCC needs qualified and informed personnel at the top level, not political has-beens or ladies who might regard a commissionship as a droll experience. If a woman is named, let's have someone like Fanney Neyman Litvin, who has been a Commission attorney for years and who knows the problems and the responsibilities.

If engineering experience is required, and we think it is, then we would like to see someone of the stature of Commodore E. M. Webster, former Coast Guard communications head, or Paul Goldsborough, who has been through the communications mill in aviation. Best of all, there should be a qualified broadcaster who could talk operating experience, not theory, but we've yet to locate one who would take the punishment.

Simple as 2 Plus 2

IF THE economic outlook is confused generally it's compounded with complications and imponderables where radio is concerned.

Those broadcasters who are trying to be prudent businessmen find that they can't project operations with any degree of accuracy. Estimates on new plant installations, whether AM, FM or television aren't even guideposts these days. They're told that business should be all right, but they know there will be more competition and therefore it might be spread thinner. And the networks are pessimistic, mainly because of increased operating costs which evidently can't be absorbed by rate increases at this time.

Which gets us down to fundamentals. Radio basically is a service operation. The largest overhead item is payroll. The unions are demanding flesh in the 100-weight; they're no longer satisfied with pounds.

There is a simple problem in arithmetic. Lee Bristol, head of Bristol-Myers made the point a few days ago [BROADCASTING, Jan. 27] when he cited radio as an important medium, but added that when costs rise so much that the efficiency of the dollar spent, in relation to the results produced diminishes to a point where the equation is unsatisfactory for radio, use of radio will be "subject to challenge."

AFRA, through its star-chamber negotiations with the networks has succeeded in getting a 20-30% increase for its members. Jimmy Petrillo's AFM is working toward a similar end. Thanks to the timely action of the NAB board, the AFRA deal does not bind independent stations through secondary boycott commitments. We don't know what the AFM negotiations will bring. One can never tell.

The arithematical problem is this: If radio costs increase to the point where advertisers find it an uneconomical buy, the business will gravitate to the printed media. Networks and stations will be overstaffed. Perforce, they will have to find a lower economic base. They will have to reduce their higher-priced personnel inventory. They might operate fewer hours per day. They won't want so many announcers, engineers, writers or performers.

Will that help the unions?

This isn't an illusory or frivolous fantasy. There are actual cases now.

The unions have found radio a lucrative and fertile field. They have succeeded in getting more and more for less and less. There comes a time when diminishing return sets in.

Our Respects To—

GEORGE ALFRED CHARTER HESLEP

FOR 14 years radio was a sideline with Charter Heslep. He says he saw no future in broadcasting as a fulltime job, though he had produced college radio shows, sung on the air in a quartet, announced sports, and had various other radio chores.

He has changed his opinion now, and terms himself "Mutual's stuffed shirt in Washington."

His position is that of MBS manager in the Nation's Capital. He is Mutual's liaison with the White House, Congress, State Dept. and other agencies, especially the FCC. He coordinates the Washington activities of all the network departments, particularly public relations, program and station relations. Because of his thorough knowledge of the Washington scene, he was MBS election editor in 1944 and 1946.

He joined Mutual in November 1944, and in the first year, while WOL was developing its news bureau, served as acting network news chief in Washington. This eventful period saw Mutual secure its first exclusive State Dept. broadcast. The clerk who handled the script of the then Secretary Stettinius was so sure there was a mistake that she typed "Exclusive to CBS and its mutually affiliated stations." Mr. Heslep corrected that and now Mutual is favorably known at this important department.

During 1944 also, he succeeded in getting the network rotation system for Presidential pick-ups effected and MBS takes its regular turn in feeding White House programs. He directed MBS Washington coverage of President Roosevelt's death; was Mutual news editor at San Francisco United Nations Conference and supervised the long V-J Day vigil. In September 1945, he relinquished this activity when Albert Warner was named chief of the WOL-Mutual news bureau. His latest extra-curricular activity is being chairman of the dinner committee of the Radio Correspondents Assn.

Though Mr. Heslep loves nothing better than politics, he steers clear of lobbying in his Mutual job. "That is the only stipulation of my contract," he says.

He was born Oct. 17, 1903 at Richmond, Va., the son of musically-inclined parents. His father was in Richmond politics for many years, and was a member of the city council.

The younger Heslep got a B.A. from Richmond College in 1926, later took special subjects at George Washington U. in Washington. He worked his way through college, the

(*Continued on page 48*)

FROM BEARDS TO BROADCASTING

The striped pole is the symbol of the barber-shop. It dates from the days when your barber was your surgeon too, and "cupping, leaching and bleeding" were accepted forms of treatment. The white stripes represented the bandage around the wound. Now that such quaint therapeutics have gone the way of the old-fashioned shaving mug, the professions are miles apart.

As keen time-buyers well know, WCBM is the symbol of just one thing—comprehensive radio coverage in metropolitan Baltimore. Its single-minded purpose is to provide good programming. Naturally, this makes it the ideal medium for your commercial messages directed to people of all vocations. Don't "bleed" your profits by dull-edged advertising methods as outdated as your great uncle's sideburns. WCBM's complete coverage shaves away promotional waste—sharpens the demand for your product in Baltimore.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder, General Manager

Respects

(*Continued from page 46*)

first two years by farming, the last two with a variety of jobs which included being a college correspondent for the *Richmond Times Dispatch*, for AP, and doing publicity for the college. He was also associate editor, *New Age* Magazine, and publicity assistant for National Lime Assn.

In 1927 he became assistant to the president of the University of Richmond, doing publicity on a million-dollar endowment campaign. The drive was oversubscribed by $115,000.

His first contact with radio was in 1927 when he put on two-hour all college talent shows on WRVA Richmond when it was located in a tobacco factory in lower Richmond. After a while as field secretary of Virginia Manufacturers Assn., he returned to farming until 1929.

He finally got the break he wanted when Lowell Mellett hired him as copy reader on the *Washington Daily News*. In the next 12 years he filled practically every job on the *News*. In that time he got another break. Ernie Pyle, then managing editor, sent Mr. Helsep out to cover "The Hill." There his memory for faces and facts stood him in good stead. In 1935, during a teller vote in the House, in the nine minutes required to take the vote, Mr. Heslep identified 286 members, dictating name, state and party to three other Scripps-Howard reporters. Following that performance, Ernie Pyle wrote a feature story on Charter Heslep's memory.

In 1938 he became news editor of the *News*, later city editor, finally managing editor.

Meantime he had been singing in church choirs around Washington, and singing on WRC with the *Studebaker Freewheelers* quartet. One day in 1930 he pinch-hit for the *News*' sports editor in a ten-minute summary of the day's baseball games on WRC, arranged for at the very last minute. The listeners and station liked his southern drawl and insisted he stay in the spot for the season.

Later he alternated as moderator on a *Junior Town Hall of the Air* on WOL and wrote commercial copy for a radio spot the *News* had on the air. "I was impressed with the informative—and selling—power of radio," he says, "but provincially voted with the other newspaper correspondents to bar radio commentators from the Capitol press galleries." He deeply regrets his past misjudgment on that matter.

In 1941 he left the *News* and with misgivings joined the NBC New York newsroom. After a while Abe Schechter, then top NBC news man, made him night news editor for Red and Blue networks, whose news operations were not separated at the time.

Highlights of this experience came on Sunday, June 22, 1941. NBC shortwave monitors picked up von Ribbentrop and Goebbels reading Hitler's denunciation of Russia. When the translator typed "Once again the fate of the Fatherland rests with its marching legions," Mr. Heslep interpreted that as meaning war with Russia. Lathrop Mack, editor on duty, broke into both nets to flash the news. CBS waited 17 minutes before flashing, giving NBC a clear beat. There was no cable confirmation for more than two hours because all the correspondents were locked in a building on the Wilhelmstrasse and unable to get the news out.

In 1942 he went to Censorship as a radio news editor under Byron Price. Mr. Heslep says "I found my faith in radio during the war. There were several incidents of stations holding up vital news because they questioned its value to the enemy—and they were right in many cases. And to my knowledge there was only one instance, among the thousands of broadcasters, of news directly intended for the enemy getting through." He considers this the most important job of his life—until he went to Mutual.

At Censorship, he voted against any questionnaires to stations and supervised the two simple controls for policing radio news—monitor of the networks and spot checking station scripts. He prizes the many letters from managers and news editors who found this check helpful and read more than 25,000 news and commentary scripts during this vigil.

He left Censorship Nov. 1, 1944 to take the job offered with Mutual, and has "been enjoying every minute of the work."

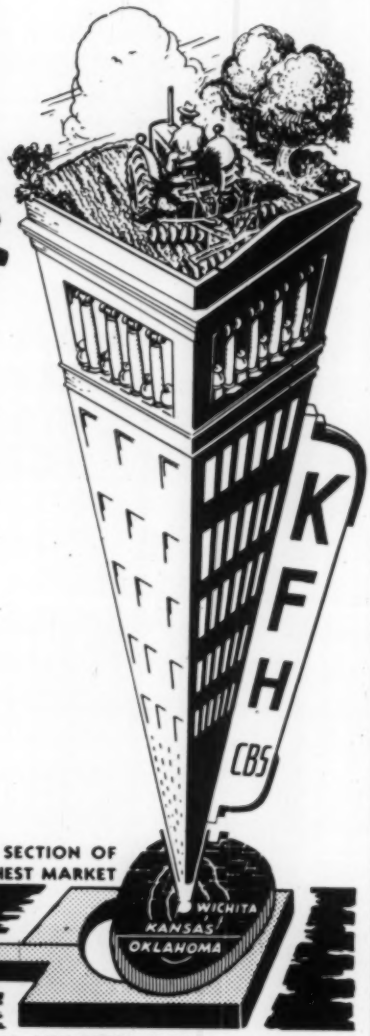
Mrs. Heslep is the former Margaret Smith, an ex-college professor from Washington State. They have two children, Sara Charter, 3, and Thomas Charter, 10 months. Mr. Heslep is "no joiner," his only club being the National Press Club.

As for hobbies, they include music, politics, and being "the world's greatest expert on the genealogy of the Charter and Heslep families."

Mrs. Anna T. Hild

MRS. ANNA T. HILD, Philadelphia department store and radio station executive until she retired four years ago, died Jan. 25 at her home in Philadelphia. She served as president of the WLIT Broadcasting Co. before its merger with WFI and later became treasurer of the merged station, WFIL. Active in the Philadelphia Club of Advertising Women, Mrs. Hild was also assistant to the president of the Lit Bros. department store. Her husband, Frank A. Hild, died four years ago. Funeral services were held Jan. 29 with interment at Holy Sepulcher Cemetery.

TIME TO START PLANTING



Agriculturists and advertisers like to do their planting in fertile territories, and this Wichita area sure exceeds their expectations.

Crops are far above average and so is the buying income of this rich market. You can plant your advertising dollar here and reap a bumper crop, especially if KFH, that Selling Station of The Southwest is used.

THAT SOLID SECTION OF KANSAS' RICHEST MARKET

WICHITA IS A HOOPERATED CITY

KFH WICHITA

CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

AVAILABLE IMMEDIATELY

AT

SONOCRAFT

THE BRUSH TAPE RECORDER, $229.50

Complete with microphone and one reel of tape. Each additional reel $2.50

SPECIFICATIONS:

- ONE HALF-HOUR CONTINUOUS RECORDING
- FREQUENCY RESPONSE: 100 TO 5,000 CYCLES
- SIGNAL TO NOISE, AT LEAST 40 DB
- REWINDING RATIO: 30 TO 1
- WEIGHT: 40 POUNDS

ALSO FOR IMMEDIATE DELIVERY ➡

PRESTO 6N RECORDER

Presto Aluminum-Based Recording Blanks Type B

12″ $0.59 NET

16″ $1.07 NET

Packed 30 per Carton

WIRE OR WRITE

SONOCRAFT CO., INC.

45 W. 45th STREET • NEW YORK 19, N. Y. • BRyant 9-8997

Respects

(*Continued from page 46*)

first two years by farming, the last two with a variety of jobs which included being a college correspondent for the *Richmond Times Dispatch*, for AP, and doing publicity for the college. He was also associate editor, *New Age* Magazine, and publicity assistant for National Lime Assn.

In 1927 he became assistant to the president of the University of Richmond, doing publicity on a million-dollar endowment campaign. The drive was oversubscribed by $115,000.

His first contact with radio was in 1927 when he put on two-hour all college talent shows on WRVA Richmond when it was located in a tobacco factory in lower Richmond. After a while as field secretary of Virginia Manufacturers Assn., he returned to farming until 1929.

He finally got the break he wanted when Lowell Mellett hired him as copy reader on the *Washington Daily News*. In the next 12 years he filled practically every job on the *News*. In that time he got another break. Ernie Pyle, then managing editor, sent Mr. Helsep out to cover "The Hill." There his memory for faces and facts stood him in good stead. In 1935, during a teller vote in the House, in the nine minutes required to take the vote, Mr. Heslep identified 286 members, dictating name, state and party to three other Scripps-Howard reporters. Following that performance, Ernie Pyle wrote a feature story on Charter Heslep's memory.

In 1938 he became news editor of the *News*, later city editor, finally managing editor.

Meantime he had been singing in church choirs around Washington, and singing on WRC with the *Studebaker Freewheelers* quartet. One day in 1930 he pinch-hit for the *News*' sports editor in a ten-minute summary of the day's baseball games on WRC, arranged for at the very last minute. The listeners and station liked his southern drawl and insisted he stay in the spot for the season.

Later he alternated as moderator on a *Junior Town Hall of the Air* on WOL and wrote commercial copy for a radio spot the *News* had on the air. "I was impressed with the informative—and selling—power of radio," he says, "but provincially voted with the other newspaper correspondents to bar radio commentators from the Capitol press galleries." He deeply regrets his past misjudgment on that matter.

In 1941 he left the *News* and with misgivings joined the NBC New York newsroom. After a while Abe Schechter, then top NBC news man, made him night news editor for Red and Blue networks, whose news operations were not separated at the time.

Highlights of this experience came on Sunday, June 22, 1941. NBC shortwave monitors picked up von Ribbentrop and Goebbels reading Hitler's denunciation of Russia. When the translator typed "Once again the fate of the Fatherland rests with its marching legions," Mr. Heslep interpreted that as meaning war with Russia. Lathrop Mack, editor on duty, broke into both nets to flash the news. CBS waited 17 minutes before flashing, giving NBC a clear beat. There was no cable confirmation for more than two hours because all the correspondents were locked in a building on the Wilhelmstrasse and unable to get the news out.

In 1942 he went to Censorship as a radio news editor under Byron Price. Mr. Heslep says "I found my faith in radio during the war. There were several incidents of stations holding up vital news because they questioned its value to the enemy—and they were right in many cases. And to my knowledge there was only one instance, among the thousands of broadcasters, of news directly intended for the enemy getting through." He considers this the most important job of his life—until he went to Mutual.

At Censorship, he voted against any questionnaires to stations and supervised the two simple controls for policing radio news—monitor of the networks and spot checking station scripts. He prizes the many letters from managers and news editors who found this check helpful and read more than 25,000 news and commentary scripts during this vigil.

He left Censorship Nov. 1, 1944 to take the job offered with Mutual, and has "been enjoying every minute of the work."

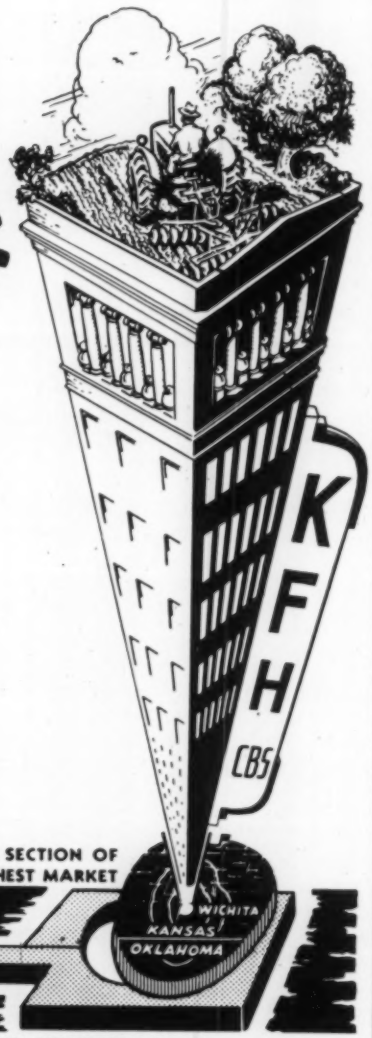
Mrs. Heslep is the former Margaret Smith, an ex-college professor from Washington State. They have two children, Sara Charter, 3, and Thomas Charter, 10 months. Mr. Heslep is "no joiner," his only club being the National Press Club.

As for hobbies, they include music, politics, and being "the world's greatest expert on the genealogy of the Charter and Heslep families."

Mrs. Anna T. Hild

MRS. ANNA T. HILD, Philadelphia department store and radio station executive until she retired four years ago, died Jan. 25 at her home in Philadelphia. She served as president of the WLIT Broadcasting Co. before its merger with WFI and later became treasurer of the merged station, WFIL. Active in the Philadelphia Club of Advertising Women, Mrs. Hild was also assistant to the president of the Lit Bros. department store. Her husband, Frank A. Hild, died four years ago. Funeral services were held Jan. 29 with interment at Holy Sepulcher Cemetery.

TIME TO START PLANTING



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SONOCRAFT CO., INC.

45 W. 45th STREET • NEW YORK 19, N. Y. • BRyant 9-8997

BAUKHAGE TALKING..

. . . Monday through Friday, 1:00 to 1:15 P.M., American Broadcasting Company Coast-to-Coast "Co-operative Program" — originating in the studios of WMAL.

NOW...HE CAN TALK FOR YOU!

Available for the first time since original sponsorship of this exceptional program. It can truly be yours in Washington—but because it is co-operative, the rate is surprisingly low. Subject to prior sale through WMAL, or any ABC Spot Sales Office.

THE EVENING STAR STATION

WMAL

5000 WATTS 630 K.C.
WASHINGTON 5, D. C.

AGENCIES

LEWIS H. SCURLOCK Jr., Curtis Publishing Co. account executive for seven years, joins Shaw-Levally Inc., Chicago, as vice president and account executive for new account soon to be announced.

CLYDE VORTMAN, formerly with McCann-Erickson, has joined media department of Brooke, Smith, French & Dorrance, Detroit.

CHARLES HERBERT, producer of N. W. Ayer & Son, Hollywood is the father of a boy.

SHIRLEY E. AMBLER, formerly of ABC Hollywood publicity and prior to that in special events department of CBS New York, has joined Ernest N. George Co., Los Angeles, as production manager.

ALLEN HUBBARD, former account executive of Services Unlimited, Pasadena, has joined Allied Advertising Agencies, Los Angeles, in similar capacity.

SYLVIA FOSSLER of personnel department of Young & Rubicam, Hollywood, has resigned to join Mildred Heredeen Personnel Agency, that city.

HELEN STEELE, former society editor of Glendale (Calif.) News Press has joined Associated Advertising Agency, Los Angeles, as research director.

TOM CONNOLY of mechanical production department of Young & Rubicam, Hollywood, Jan. 25 married Ellen Croghan.

MARY HANRAHAN, assistant to BOB HUSSEY, talent head of Young & Rubicam, Hollywood, is currently on leave of absence.

BERTHA ALBERS, head cashier of Young & Rubicam, New York, is in Hollywood for two weeks conferring on procedures.

JOHN FRIEBERG & Co., Los Angeles, has moved to 621 S. Flower St. Telephone is Michigan 8286.

BERNIE SMITH has resigned from Young & Rubicam, Hollywood, publicity staff, to devote full time to writing assignments on NBC "People Are Funny" and other programs.

ESTHER ROBINSON, who heads her own advertising agency in Philadelphia, and Sidney Richmond of Washington are to be married March 15.

A. C. BERNSTEIN, formerly on publicity staff of General Artists Corp., has joined radio production department of Makelim Assoc., Hollywood.

ANNE UNGER, comptroller of Ray-Hirsch Co., New York, has been elected to the board of directors of the agency.

FRANK KEMP, media director of Dancer-Fitzgerald-Sample, New York, effective Feb. 3 returns to Compton Adv., New York, as assistant media director. Mr. Kemp was associated with Compton prior to joining D-F-S as media supervisor on the Procter & Gamble account. GEORGE DURHAM will succeed Mr. Kemp as co-ordinator of media and statistical research for Dancer-Fitzgerald-Sample.

Mr. Kemp

STANLEY PULVER, timebuyer for the agency, will be promoted to media manager on the Whitehall Pharmical Co. account.

NED C. SMITH, former vice president and copy chief of Raymond Spector Co. and previously with Kenyon & Eckhardt, Campbell-Ewald, Audi-Vision and Montgomery Ward, has been appointed account executive of H. B. Humphrey Co., New York.

SALLY LOWE, formerly with Cromwell Adv., New York, has joined William H. Rankin Adv. as account executive.

KAY MAGNOR MAYER, formerly of Earle Ludgin & Co., has joined the copy staff of Henri, Hurst & McDonald, Chicago.

LOUIS A. PAETH, former advertising manager of Helen Curtis Industries, has been named service director of Harry J. Lazarus & Co. GRAVES S. URQUHART, for 12 years in publishing field, has been named production manager of the agency.

ROGERS & SMITH Adv., Chicago, has opened West Coast offices at 2412 W. 7th St., Los Angeles, with ED JOHNSON, former account executive of Robert F. Dennis Inc., that city, in charge as general manager. Agency also maintains offices in New York and Dallas. PAUL LANGFORD has been made West Coast radio director of the agency. Recently separated from Army with rank of captain, Mr. Langford was radio chief, AAF personnel distribution command during the war. Prior to service he was a freelance announcer-writer-producer, and during the past four months handled Associated Oil sportscasts.

Mr. Langford

GLADYS F. HUBBARD, formerly on copy staff of Federal Adv., New York, has joined Anderson, Davis & Platte, New York, in similar capacity.

SHERMAN & MARQUETTE, New York, has separated executive and production offices from media and research departments. Executive offices remain at 10 Rockefeller Plaza, while rest of agency has moved to 385 Madison Ave.

RALPH L. DOMBROWER Adv., Richmond, Va., Feb. 1 moved offices to 11 E. Franklin St.

WALSH ADVERTISING Co., Windsor and Toronto, has started a group pension-plus-insurance plan for all employes, calling for retirement of men at 65 and women at 60 years on pension.

GERALD CARSON, vice president of Benton & Bowles, New York, has been re-elected president of the Copy Research Council, a cooperative group of agency copy and research executives. T. MILLS SHEPARD of McCalls Magazine was elected secretary and treasurer. JOHN CAPLES of BBDO and C. A. POOLER of Benton & Bowles, were elected members of the executive committee and will serve with Mr. Carson and Mr. Shepard for one year.

HARRY SAZ, public relations director and assistant producer of Ted Bates Inc., Hollywood, on NBC "College of Musical Knowledge," is in New York for month of February while show originates from that city.

WICKLIFFE CRIDER, assistant director of radio of BBDO New York, is in Hollywood conferring with network executives and packagers on summer replacements.

EDMUND B. ABBOTT, vice president of Shaw-LeVally Inc., Chicago, and N. T. SCHIVIN, advertising manager of Household Finance, Chicago, are in Hollywood arranging details for start of transcontinental airing of "The Whistler" on CBS.

J. HUGH E. DAVIS, vice president of Foote, Cone & Belding, Chicago, is in Hollywood together with JAMES A. BARNETT, vice president of Pepsodent Division, Lever Bros., studying summer replacements.

MARIE MAZZULLA, assistant to R. B. STRUBLE, radio director of Dan B. Miner Co., Los Angeles was married to Lauren Hungerford, Jan. 25.

PHIL LANE, account executive of Hugo Scheibner Adv., Los Angeles, and BETTY GROSSE, associate editor of "Milady of California" magazine, were married Jan. 16.

JOHN M. CARROLL, formerly in the production department at Wehmer Adv., Newark, N. J., has joined O. S. Tyson & Co., New York, where he will handle production liaison and traffic duties.

VALENTIN MONTERO-DIAZ, formerly media director, has been appointed controller for Robert Otto & Assoc., New York, which changed its name from Export Adv. Jan. 1. MARTIN C. CHAVEZ succeeds Mr. Montero-Diaz as media director.

JAMES E. DUFFIELD Jr., for two years with Fuller & Smith & Ross, Cleveland, has joined the London office of Foote, Cone & Belding.

BETH DICKINSON, formerly with Young & Rubicam, New York, and WILLARD ROGERS, formerly in the research department of Ruthrauff & Ryan, New York, have joined the research department of Benton & Bowles, New York. They will supervise consumer research under LUCY PERRY, associate director of research.

DAVID L. BROWN, account executive with Newell-Emmett Co., New York, for six years, resigned Feb. 1. After a vacation in Mexico and Cuba he will return to the advertising business. Before joining Newell-Emmett, Mr. Brown was with Lord & Thomas, McCann-Erickson, and Pedlar & Ryan.

GARTH MONTGOMERY, former copywriter at Geyer, Newell & Ganger, and before that with BBDO, has joined copy department of Kenyon & Eckhardt, New York.

ROBERT E. DENNISON Jr., formerly with the Office of International Information and Cultural Affairs, State Dept., has joined the international department of J. Walter Thompson Co., New York. During the war Mr. Dennison served with the Coast Guard and prior to that was with the NBC International Division.

WIN NANCE, account executive of Welsh-Hollander Adv., Los Angeles, has shifted to Dan B. Miner Co., that city, as research director.

WBCC Takes Air Sunday; Charles G. Ross to Speak

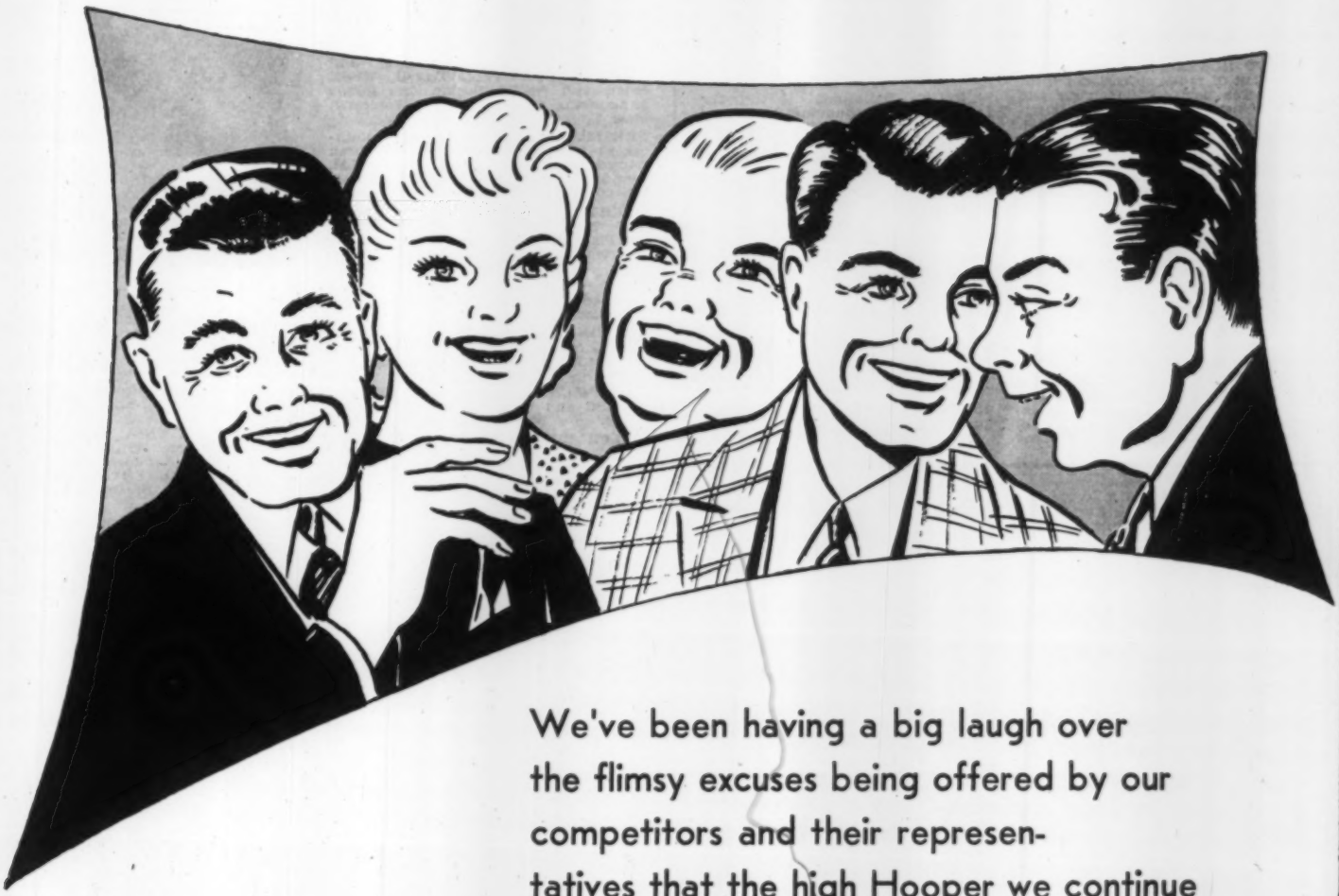
WBCC Bethesda-Chevy Chase, Md., will go on the air Sunday, Feb. 9, with Charles G. Ross, press and radio secretary for President Truman, as principal speaker on the dedicatory broadcast scheduled to start at 1 p.m. Plans for the dedicatory program are now being completed. Participating, besides Mr. Ross, will be other government officials and prominent citizens of Montgomery County, in which the new station is located, Willard D. Egolf, president of the WBCC licensee, Broadcast Management Inc., announces. Mr. Egolf, a Washington radio attorney, formerly was special counsel to the NAB, a position he resigned last April.

WBCC is licensed for daytime operation with 250 w on 1120 kc. Its studios are at 5 Wilson Lane, Bethesda, and its tower and transmitter at the Kenwood Country Club. Eighteen staff members already are at work, Mr. Egolf says.

CBC Executives Meet

AN IMPORTANT INTERNAL meeting of Canadian Broadcasting Corp. top executives was held at Toronto January 28, at CBC headquarters, with A. D. Dunton, chairman of board of governors, Dr. A. Frigon, general manager, and Donald Manson, assistant general manager, coming from Ottawa to attend. A meeting of Dr. Frigon and CBC engineers from Montreal and Toronto was held Jan. 29 at Toronto on FM with Harry Dawson, Canadian Assn. of Broadcasters, Ken Soble, CHML Hamilton, and Ralph Snelgrove, CFOS Owen Sound, Ont., attending.

It Is To Laugh . . .



We've been having a big laugh over the flimsy excuses being offered by our competitors and their representatives that the high Hooper we continue to enjoy is the result of a "bought" listening audience.

Compare our Hooper ratings since August, when we first went on the air, and note how we have maintained a high position, month after month.

We Have Never Had A Money Giveaway Program!

But . . . there are 34 money giveaways on competitive Memphis stations, according to an aircheck.

Notwithstanding this, our competitors in desperation and in weak defense, are still alleging our audience is "bought" . . . It is to laugh!

FOR THE MOST LISTENERS PER DOLLAR IN MEMPHIS

ANYWAY YOU FIGURE IT, it's

WHHM

Memphis, Tennessee

FORJOE & CO.
Representatives

PRODUCTION

ARMAND HUNTER, chairman of department of radio, speech and theatre at Temple U., Philadelphia, and director of new Temple U. Radio Institute [BROADCASTING, Dec. 23, 1946], has been named educational consultant for WFIL and WFIL-FM Philadelphia. In this capacity he will work in conjunction with WFIL'S educational director. **EDMUND DAWES,** in planning of educational programs.

LEE ELLIS, m.c. of noontime "Luncheonairs" record show over WFNC Fayetteville, N. C., is confined to Veterans Hospital that city with aggravated stomach ulcer.

LEX BOYD, formerly of KFEL Denver and WHFC Cicero, Ill., has joined KROW Oakland, Calif., as announcer. He takes over assignments of **RUSS COUGHLAN,** promoted to program director.

LARRY MARCUS, Hollywood writer on ABC "Dark Venture," will be in New York during February to make final arrangement for Broadway production of his three-act play, "My Wife Geraldine."

Monthly Award

KMPC Hollywood is offering monthly announcing award of $50. Based on individual's announcing, initiative, application, cooperation and general personality, competition is judged by Robert O. Reynolds, general manager; Herbert H. Wixson, sales manager; C. G. Renier, program director, and Clete Roberts, director of public affairs.

BILL MANHOFF, writer on CBS "Adventures of Ozzie & Harriet", has a romantic comedy "The Magic Shadows," set for Broadway opening in May.

EDITH JENKINS, formerly of KGFJ Hollywood recording department, has joined KECA Hollywood as assistant transcription librarian.

ROBERT LAURENCE, who wrote and produced dramatic scripts during the war for the Theatre Wing for government agencies, has joined WIP Philadelphia as continuity writer, replacing **DOROTHY REESE.** He started in radio as an actor in 1933.

RUTH ROHRBOUGH has joined the traffic department of KGO San Francisco, replacing **BARBARA MOSER,** resigned.

JOHNNY CARPENTER, director of special events for KOIN Portland, Ore., has been named member of city's Traffic Safety Commission. He will serve as chairman of commission's public education committee.

CHARLES STEVENS, freelancer and previously with WLLH Lowell, WESX Salem and WMEX Boston, has joined announcing staff of WTAG Worcester, Mass.

PRESTON L. TAPLIN, former announcer at WHCU Ithaca, N. Y., has been named production manager of WELM, new 250 w Elmira, N. Y. station to begin operation April 1 on 1400 kc.

HARRY KOPLAN, writer-producer of CBS "Meet the Missus," and Rosemary La Planche, film actress, were to be married in San Fernando, Calif., last week.

DICK BRILL, on leave of absence, has rejoined KQW San Francisco as writer-producer.

MARVIN YOUNG, writer-producer, has started course in radio writing at U. of California Extension Division, Los Angeles.

DON FISCHER, Presidential announcer of NBC and WRC Washington, is the father of a boy born Jan. 7.

RALPH BURGIN, released from the Navy as lieutenant and former manager of WVTM Manila, key station of AFRS Far Eastern Network, has rejoined the production staff of WRC Washington.

WHEN Howard Petrie (r), announcer on the "Durante and Moore" CBS show, arrived in Denver Jan. 17 for a special March of Dimes broadcast by the comics he met Bob Petrie, KLZ news announcer, backstage. The two Mr. Petries are not related.

NELLE RAHM and **MOACYR CALHELHA** have joined NBC International Division, Brazilian section, as music librarian and writer-announcer, respectively.

BILL HICKOK, WNOC Norwich, Conn., m.c. of "Harmony House," has resigned to join WTHT Hartford. Replacing Mr. Hickok is **PAUL ENTRESS,** formerly with WDRC-FM Hartford and AFRS veteran.

WALTER KANER, who conducts a Broadway commentary program twice weekly on WINS New York, has been named public relations chairman for the Queens County, N. Y., March of Dimes fund.

GARRY GOODWIN, formerly of KDKA Pittsburgh and Marine Corps veteran; **BOB McKENNA,** also former KDKA announcer; **HOWARD JACKSON,** previously network announcer, and **JOE GUBA** and **CHARLIE GARRETT,** armed forces veterans, are now on announcing staff of WEDO McKeesport, Pa.

HOWARD SEVERE is new addition to announcing staff of WHEC-WHEF Rochester, N. Y. He previously had been with WPIK Alexandria, Va., WIBC Indianapolis and WCHS Charelston, W. Va.

RICHARD F. VAN WICKLE joins announcing staff of KSUB Cedar City, Utah. He formerly had been with script department of Don Lee Broadcasting System, Hollywood.

DON REBER, formerly with KVNU Logan, Utah, has joined KEIO Pocatello, Idaho, as program director.

ELEANOR NEGRI has been named continuity director of WAJR Morgantown, W. Va.

J. C. LEWIS, producer of KHJ Hollywood, and Florida Edwards were married in Las Vegas, Nev., Jan. 25.

WHN Show on TV

THE WHN New York *Books on Trial* program was televised Jan. 27 when Elliott Roosevelt defended his book, *As He Saw It.* WNBT New York set up two cameras in the balcony of the Barbizon Plaza theatre studio and transmitted proceedings also to WRGB Schenectady, WPTZ Philadelphia and special receivers at NBC's WRC Washington. Leland Stowe, Pulitzer Prize-winning journalist and author, appeared as defense for Mr. Roosevelt while Norman Cousins, editor of the *Saturday Review of Literature,* assumed role of prosecuting attorney.

Uses Jingles

NESTLE'S MILK PRODUCTS, New York (Nescafe), is using station break announcement campaign in the form of calypso jingles in 57 cities throughout the country. Agency is Compton Adv., New York.

Experience is by industry achieved
And perfected by the swift course of time.
SHAKESPEARE

12 YEARS of EXPERIENCE plus SKILLED WORKMEN ensures YOU perfect

Electrical Transcriptions

Pressings of the new vinylite

Pressings of the new vinylite

Send us your original acetate recording for immediate processing . . . no delay . . . pressings shipped to destination immediately.

ALLIED RECORD MANUFACTURING CO., INC.

HOLLYWOOD 38, CALIFORNIA

1041 North Las Palmas Avenue **HOllywood 5107**

like the weather...

everybody is talking about BMB, *but nobody is doing anything about it—*

Nobody, that is, but BROADCASTING*!*

BROADCASTING TRENDS, through Audience Surveys Inc., has circulated among its station management panel a questionnaire asking such questions as:

- IS BMB GIVING YOU WHAT YOU PAID FOR?
- WHAT KIND OF COVERAGE INFORMATION WERE YOU USING PRIOR TO BMB?
- IS THE BMB REPORT FOR YOUR STATION CONSISTENT WITH OTHER COVERAGE DATA YOU HAVE?
- IN WHAT WAYS HAVE YOU USED OR DO YOU PLAN TO USE BMB?

These and other pertinent inquiries on BMB have been answered candidly by representative broadcasters throughout the nation. First report on this survey, the initial scientific effort to gauge industry reaction to BMB, will be printed in BROADCASTING *NEXT MONDAY—FEBRUARY 10th.*

DON'T MISS IT!

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

NATIONAL PRESS BUILDING • WASHINGTON 4, D. C.

BMI *Pin Up* SHEET

Hit Tunes for February
(On Transcriptions)

ANOTHER NIGHT LIKE THIS (Marks)
THESAURUS—Vincent Lopez
" George Wright
STANDARD—Buzz Adlam
CAPITOL—Hal Derwin
WORLD—Les Brown

BEST MAN, THE (Vanguard)
LANG-WORTH—Four Knights
" Tommy Tucker
STANDARD—Leighton Noble
" The Starlighters
THESAURUS—Novatime Trio
CAPITOL—Pee-Wee Hunt
" Peggy Lee
" Jan Garber
MacGREGOR—Jimmie Grier
ASSOCIATED—Elliott Lawrence
WORLD—Les Brown

COFFEE SONG, THE (Valiant)
LANG-WORTH—Blue Barron
THESAURUS—Jumpin' Jacks
WORLD—Les Brown
STANDARD—De Castro Sisters
" Buzz Adlam
MacGREGOR—Henry King
CAPITOL—King Sisters

EV'RYBODY LOVES MY BABY, MY BABY (Goode)
MacGREGOR—Music A La Carter
" Eddie Skrivanek
STANDARD—Joe Reichman
" Buzz Adlam
LANG-WORTH—Frankie Carle
" Blue Barron
CAPITOL—King Sisters

FOR SENTIMENTAL REASONS (I LOVE YOU) (Duchess)
CAPITOL—Eddie Le Mar
WORLD—Charlie Spivak
STANDARD—Bob Crosby
" Buzz Adlam
THESAURUS—Music of Manhattan
LANG-WORTH—Four Knights
MacGREGOR—Don Swan
" Barclay Allen
ASSOCIATED—Vic Damone

I GUESS I'LL GET THE PAPERS AND GO HOME (Campbell-Porgie)
LANG-WORTH—Claude Thornhill
" Tommy Tucker
THESAURUS—Sammy Kaye
MacGREGOR—Eddie Oliver
WORLD—Russ Morgan
CAPITOL—Peggy Lee
STANDARD—Leighton Noble
ASSOCIATED—George Towne

I'LL NEVER LOVE AGAIN (La Borrachita) (Peer)
WORLD—Bob Eberly
THESAURUS—Vincent Lopez
" George Wright
CAPITOL—Jan Garber
ASSOCIATED—George Towne
STANDARD—Joe Reichman
MacGREGOR—Eddie Skrivanek

IT'S ALL OVER NOW (BMI)
WORLD—Russ Morgan
LANG-WORTH—Tommy Tucker
THESAURUS—Jumpin' Jacks
CAPITOL—Jan Garber
STANDARD—Dick Jurgens
" Buzz Adlam
MacGREGOR—Eddie Oliver
" Eddie Skrivanek
ASSOCIATED—George Towne

MANAGUA, NICARAGUA (Encore)
CAPITOL—Jan Garber STANDARD—Freddy Martin ASSOCIATED—Elliott Lawrence

OPEN THE DOOR, RICHARD (Duchess)
CAPITOL—Jan Garber

RICKETY RICKSHAW MAN, THE (Peer)
LANG-WORTH—Les Elgart
MacGREGOR—Jimmie Grier
CAPITOL—Jan Garber
WORLD—Russ Morgan
THESAURUS—George Wright
STANDARD—Buzz Adlam

WE COULD MAKE SUCH BEAUTIFUL MUSIC (BMI)
ASSOCIATED—Elliot Lawrence
" Ernie Fiorita
LANG-WORTH—Chuck Foster
" Blue Barron
THESAURUS—Novatime Trio
" Richard Leibert
WORLD—Charlie Spivak
" Les Brown

WHAT MORE CAN I ASK FOR? (London)
LANG-WORTH—Four Knights
STANDARD—Buzz Adlam
" Bob Crosby
WORLD—Nat Brandwynne
MacGREGOR—Eddie Skrivanek
ASSOCIATED—Jerry Sears

*Soon to be released

BMI
BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood

News

PAUL A. SHINKMAN, former foreign correspondent for the Chicago Tribune and INS and whose broadcasts have been heard over CBS and MBS, has been appointed director of news and special events of WBCC Bethesda-Chevy Chase, Md., new local station to begin operations this month.

FRANK TATE, head of continuity department of WCOL Columbus, Ohio, in addition to his present duties has been named director of news.

CARL CHRISTOPHER, head of farm bureau of KSFO San Francisco, has been named to serve on Agricultural Committee of San Francisco Chamber of Commerce for 1947. Mr. Christopher has been active in agricultural circles through his program, "The Farm Page of the Air," broadcast five days weekly over KSFO.

JOHN W. VANDERCOOK, former NBC commentator, returns to the air Feb. 17 in transcribed series of daily, five-minute commentaries on over 100 stations. Program will be sponsored locally.

GEORGE LEWIN, former ABC Hollywood news director, has joined KMPC that city as newsroom manager replacing VANCE GRAHAM, who resigned to freelance. MAURIE STARRELS, formerly a newswriter of KECA Hollywood, has been named Mr. Lewin's assistant in charge of rewrite.

JOHN S. McDERMOTT, former sportscaster at KFOR and KFAB Lincoln, Neb., has been named director of special features for KMBC Kansas City, replacing GENE W. DENNIS who resigns Feb. 28 to become radio director

Mr. Dennis

Mr. McDermott

of R. J. Potts, Calkins & Holden, Kansas City. Mr. Dennis joined KMBC in 1939 and in addition to special features, served as war program director during the war. Mr. McDermott has been member of publicity department of Mid-Continent Airlines and publicity director of Kansas City Chamber of Commerce, in which capacity he edited Chamber's publication, "The Kansas Citian." He currently is a member of board of directors of Kansas City Junior Chamber of Commerce and public relations chairman of Missouri State Junior Chamber of Commerce.

ROYAL BROUGHAM, sports advisor at KOMO Seattle, has received the Seattle First Citizen Award of 1946 presented by Seattle Real Estate Board. Presentation of the award was broadcast over KOMO Jan. 16 with Jack Dempsey as guest. Mr. Dempsey, long-time friend of Mr. Brougham, also appeared on "Sports Editor," Mr. Brougham's regular Friday night show.

RAYMOND SWING, ABC news commentator, off air a month, Feb. 2 started weekly quarter-hour series on ABC, Sun. 12:45-1 p.m.

PHIL C. WOODYATT, director of news for CBS San Francisco, has resigned to devote full time to his firm which conducts business surveys. He has been succeeded by DON MOZLEY.

CHARLES PARMER, former foreign correspondent and New York city editor for International News Service, and current Washington correspondent for out-of-town newspapers, has begun a series of radio commentaries over WPIK Alexandria, Va. "Parmer from Washington" is heard Sun. 4:30 p.m. and presents representatives of Congress and the diplomatic field.

BOB BADGER, for more than 12 years newspaper reporter and editor and during the war China correspondent, is now in charge of the newsroom of WEDO McKeesport, Pa. News staff members are DON McGAVERN, Marine Corps veteran, and DICK KRISTUFEK, AAF veteran.

Allied Arts

GRANT SHAFFER has been appointed by Jensen Mfg. Co., Detroit, as representative for Michigan territory.

JAMES T. McKENNA, former assistant secretary and credit manager of Chicago Molded Products Corp., joins Jensen as credit manager.

VIDEOR ARTISTS ATTRACTIONS, artists representative, operating Radio's Reliable Resources, Philadelphia, personnel agency, in addition now handles brokerage and financing of radio stations.

RICHARD H. SCHELLSCHMIDT, personnel director of John Meck Industries, Plymouth, Ind., has been named advertising manager. Prior to joining Meck, Mr. Schellschmidt was with Standard Oil Co. of Indiana for six years.

CLAYTON (Bud) COLLYER was re-elected for another year as president of the New York local of AFRA in the December election from which returns were compiled last week. Five vice presidents elected were ED HERLIHY, MARGARET SPEAKS, NED WEVER, GORDON CROSS and LUIS VAN ROOTEN.

DONALD J. O'BRIEN, former vice president in charge of merchandising of David A. Christianson Assoc., New York, has joined Lindstrom, Leach & Co., New York, as vice president in charge of merchandising and promotion.

LIEUT. COL. ROBERT E. KEARNEY, commandant of AFRS Hollywood, has been appointed member of the War Dept. general staff.

BENN HALL, director of public relations of Doubleday & Co., New York, is resigning to open his own organization, Benn Hall Assoc., public relations firm, at 114 E. 47th St., New York.

TELEVISION WORKSHOP, New York, will begin classes on 15 different courses starting Feb. 17. Courses include production, television writing, directing, films, acting, showmanship, advertising special effects and a seminar in production.

VINCENT BARRECA, an officer of Admiral Corp. for 12 years, has been appointed managing director of Canadian Admiral Corp. He will be in charge of producing and merchandising the company's radio and refrigerator line throughout Canada where sales are expected to hit the $3,000,000 mark this year.

HENRY A. ARNOLD, vice president of the International Telephone and Telegraph Corp., has been elected a director of the corporation. He has been with IT&T for 20 years and is in charge of its South American properties.

Richard H. Davis

RICHARD HARDING DAVIS, age 33, program director for WGTM Wilson, N. C., Jan. 22, died at his home of a heart attack. He had a heart condition which was discovered by Army doctors after he had beeen in the service 2½ years. Mr. Davis joined WGTM three years ago, after spending a short time at WFNC Fayetteville, N. C. He is survived by his wife, Flora Bullock, and a daughter, Flora Patricia.

RADIO SCOUT GROUP IS TO AID CAMPAIGN

REPRESENTATIVES from New York stations headed by Warren Jennings, New York representative of WLW Cincinnati, have formed the Boy Scout Radio Committee of the Radio Executives Club, whose aim is to bring before the radio public the current finance campaign of the Greater New York Councils, Boy Scouts of America, to raise $1,000,000 in 1947.

Through this committee a continuous series of live shows featuring Scouts and persons interested in scouting, spot announcements and electrical transcriptions have been broadcast.

Among those working with Mr. Jennings on the committee are: Tony Provost, WNBC; Henry Untermeyer, WCBS; Dave Driscoll, WOR; Arnold Hartley, WOV; S. N. Siegel, WNYC; Jerry Danzig, WINS; William Moore, WBNX; Otis P. Williams, WBYN; Frank Rohrenbeck, WHN; Henry Greenfield, WEVD; Louis Jacobson, WLIB; Leon Goldstein, WMCA; Ted Cott, WNEW; Elliot M. Sanger Jr., WQXR; W. H. Reuman, WWRL; Murray B. Grabhorn, ABC; Bob Siegel, WGYN (FM).

COMMUNICATIONS BAR ASSN. MEETS FEB. 18

ANNUAL MEETING of the Federal Communications Bar Assn. will be held at 4 p.m., Feb. 18 at the Mayflower Hotel, Washington, when officers for the coming year will be elected. The meeting originally was scheduled for last December but called off because of a general hotel strike in Washington.

Philip G. Loucks, retiring president, has named Horace Lohnes of Dow, Lohnes & Albertson, chairman of the nominating committee. The annual dinner, heretofore an event which followed the business meeting, will not be held this year, Mr. Loucks said. In its place there will be a reception.

Present officers, in addition to Mr. Loucks, are: Carl I. Wheat, first vice president; Reed T. Rollo, second vice president; William A. Porter, secretary; Arthur H. Schroeder, treasurer. Executive committee: Frank Roberson, Mr. Rollo, Eliot C. Lovett, Mr. Lohnes, Lester Cohen, Philip J. Hennessey Jr., and Ralph Van Orsdel.

Plan Survey Clinic

FIRST meeting of station audience measurement advisory council formed by C. E. Hooper Inc. was held a week ago in New York. Council decided to start series of educational clinics for buyers and sellers of time. Attending were Lewis H. Avery, of Avery-Knodel; Fred C. Brokow, of Paul H. Raymer Co.; H. T. Enns, Cowles; Irvin Gross, Edward Petry Co.; J. James Neale, Dancer-Fitzgerald-Sample, Chicago; Don Parsons, Federal Adv.

TURNTABLE

ARGONAUT PRODUCTIONS, Hollywood, new transcription and program packager firm, has started operation at 6526 Sunset Blvd. Telephone is Gladstone 7121. Plant is Presto equipped throughout. **DICK TAGGART**, KFI Los Angeles engineer, is owner. **ROBERT BLACK**, formerly in transcription department of that station, is business manager. **FRANCES CLAYTON**, formerly of KFI sales traffic, is account executive. Engineers include **CECIL CAVES**, former chief engineer of KFRO Riverside and **DEAN FULLMER**, formerly of Radio Recorders, Hollywood.

DAVE SHELLY, former recording director of Capitol Records, Hollywood, has joined Majestic Records, that city, as talent scout.

TONY MARTIN, singer, has purchased interest in George Simon Inc., Hollywood music publisher.

WAYNE CODY, who conducts the "Uncle Wip" children's programs on WIP Philadelphia, has been signed by Sapphire Records, Philadelphia, to record a set of children's phonograph albums.

JOHN G. PAINE, general manager of ASCAP, Jan. 24 was made chevalier of French Legion of Honor for his work in international copyright field. Title was bestowed by Henri Bonnet, French Ambassador.

CLINT STANLEY has been named vice president in charge of programs for Teleways Radio Productions, Hollywood.

RONALD R. AMES has been made sales manager of International Artists Recording Studios, Hollywood.

GENE BALLANTYNE, former radio director of Associated Adv., Los Angeles, has joined Teleways Radio Productions, Hollywood program packager, as account executive.

EDGAR LESLIE, author, has been named by the board of directors of ASCAP to replace **RICHARD RODGERS**, resigned, as a member of the organization's executive board. He will serve during 1947, the remainder of Mr. Rodger's term.

ENTERPRISE PRODUCTIONS, Hollywood, is producing 15-minute short subject specifically for video, based on film "Ramrod," using cast members Joel McCrea Veronica Lake, Donald Crisp and Don de Fore. Project costs around $10,000 and calls for each station telecasting show to obtain local sponsors.

TELEWAYS RADIO PRODUCTIONS, Hollywood, is releasing a six weekly five-minute transcribed chatter program with Charles Garland, Hollywood talent agent, as narrator and Don Forbes as announcer.

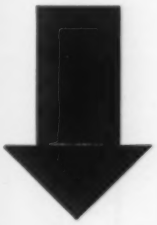
Reds Let U. S. Newsman Speak on Austrian Radio

THE FIRST REPORTED broadcast by an American newsman to Austrians over Russian-controlled radio facilities was made fortnight ago in Vienna by CBS newsman Everett Holles.

In an interview with Fritz Senger, news editor of Radio Ravag, Mr. Holles said that he believed "there must be an entirely free flow of news not restricted by any frontiers or any governments, so that people at all times have all the facts clear and without any taint of propaganda or political coloring."

Mr. Holles, who is news editor and analyst for WBBM Chicago, is on a European tour with other American press and radio representatives studying postwar conditions at the request of Secretary of War Patterson. His interview, prepared in advance, was subject to censorship.

RESERVE YOUR COPY NOW



"SPEAKING OF RADIO"

A report direct from the source containing what advertisers and agencies think of radio promotion activity.

Printers' Ink is now preparing a report on radio promotion based on staff interviews with leading advertisers and agencies. This report, "Speaking of Radio" will be of immense interest to everyone concerned with the promotion of radio as an advertising medium. The report will be issued within a few weeks, but you may wish to insure getting a copy by reserving it now.

Send your order to Printers' Ink, 205 East 42nd Street, New York 17, N. Y. The price of the volume is $1.00.

Printers' Ink

Fulton Lewis, jr.

...available soon* in New York on WOR—*that power-full station*

One of America's great network keys—WOR in New York—will soon be available for sponsorship of the Fulton Lewis, jr. program.

It's an unbeatable combination: The prestige of the nation's outstanding cooperative program aired over the powerful voice of WOR. (The Fulton Lewis, jr. program is now sold on 246 stations throughout the United States!)

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

PROMOTION

CHARLES OPPENHEIM has been appointed publicity director of WINS New York, effective Feb. 17. He has been a member of the WOR New York publicity staff since 1942.

JAMES CASSIDY, public relations director of WLW Cincinnati and former war correspondent and lecturer, addressed the annual midwinter Kentucky Press Assn. meeting in Louisville. The Honorable Arthur Welsh, minister of Department of Travel for Ontario Province, was scheduled as chief speaker but because of illness was unable to attend. Mr. Cassidy was called two hours before the meeting and asked to fill the breach.

STEWART NOVINS, staff writer of CBS Hollywood, has been named assistant director of public affairs replacing **DICK CUTTING**, who resigned to join KFAC Los Angeles as program director.

DON KELLEY, director of public relations for WBBM Chicago, has been elected to board of directors of Sigma Delta Chi, journalistic fraternity.

IVORY KENWAY, director of promotion and advertising for ABC, has been named Connecticut chairman for World Youth Fund Drive which opens in April.

LOU BROTT, WOL Washington publicity director, has been named to head Junior Board of Commerce campaign to obtain daylight saving time for District of Columbia. More than 250 Washington civic, fraternal and social organizations will be asked to express written approval of daylight saving drive.

JEANNE WHEELER, new to radio, has joined ABC Hollywood publicity staff.

FRANCIS X. FIELD, formerly with Morse International and Robert F. Branch Inc., New York, has been appointed publicity director of KRLC Lewiston, Idaho.

ALF. T. PARKES, director of public relations for CKCW Moncton, N. B., has been elected president of Moncton Junior Chamber of Commerce.

WOC Program Contest

CONTEST based on preferential selection of most popular WOC Davenport, Iowa, evening programs was conducted by that station during January under title "WOC Happy New Year Contest." Listeners also were to indicate daytime choices to be used in case of ties. Prizes are new 1947 Nash automobile, RCA-Victor Crestwood radio-phonograph, Westinghouse Laundromat automatic washer, Hotpoint electric refrigerator and 21 Arvin table model radios. Contest closed Jan. 31.

Word Contest

WORD CONTEST inviting listeners to send in as many words as they can construct from set of given words has been started on "Harmony Rangers," record program conducted by Mac McGuire every afternoon on WIP Philadelphia. Best Upholstering Co., Philadelphia, sponsor, is offering three-piece living room suite as first prize for person sending in greatest number of words correctly spelled and judged outstanding the first week.

WJR Is Host

IN COOPERATION with the Council of Social Agencies, WJR Detroit Jan. 23 was host to 66 leaders of girls' organizations at a clinic of instruction in broadcasting. The sessions were held at WJR studios, included tour of station and participation in morning musical variety program. Second session was to be held Jan. 30 to cover further aspects of station operation. Groups included in participation were Campfire Girls, Y-Teeners and Girl Scouts.

Three-Part Brochure

THREE-PART brochure directed to stations and agencies in both North and South America has been prepared by Brincherhoff & Varley, New Orleans, to explain and promote services of the program production and Latin American station representative firm. First portion, in English, is devoted to U. S. group while latter sections, in Spanish and Portuguese, are aimed at Latin American field. Caricatures illustrate various points of the presentation which is spiral bound in heavy, slick finish cover.

PULCHRITUDE AND WIS-DOM join forces as Gloria Mudell, featured performer on the "Fred Waring Show," glances over the current issue of "WIS-dom," promotional newspaper of WIS, NBC affiliate in Columbia, S. C.

Safety Council on WBT

WHEN the National Safety Council used a trade advertisement of WBT Charlotte, N. C., as basis for a presentation to the radio industry on traffic safety programming, the Charlotte CBS outlet further distributed the piece with appropriate attachment of explanation. The WBT enclosure stated WBT was already proud of recognition from local and state officials for its safety program efforts, leading into the Safety Council piece with "But that was only the beginning. Look what's happened now . . ."

Radio Research

REPRODUCTION of advertisement by A. C. Nielsen Co., Chicago-New York, running in various trade journals, is being distributed to the trade in folder form as promotion for Nielsen Radio Index. Advertisement emphasizes importance of sound radio research and presents two example problems that can be solved through research: "The Strange Case of the Lost Commercial" and "The Baffling Case of the Unclaimed Listeners."

Promotion Planning

REPRESENTATIVES of most of the makers of leading lines of radios were dinner guests of WFMR New Bedford, Mass., Jan. 29 at New Bedford Hotel. Dinner was followed by meeting with 200 radio dealers of southeastern Massachusetts, also sponsored by the FM station. Purpose of sessions was to plan a united FM promotion campaign for that area.

Radio Album

UPON REQUEST of listeners, KTSA San Antonio, Tex., is mailing 10,000 copies of its 1947 Radio Album. Album contains pictures of staff members and radio personalities, daily program schedule and list of KTSA advertisers. Reply sheet also is inclosed for use in sending announcements to "Old Trader," farm and ranch program heard Mon. through Sat. 7-7:20 a.m.

WKAT Sand Paper

FULL sheet of fine-grained sand paper was mailed by WKAT Miami Beach, Fla., last week as latest promotion gimmick. Sand paper bears bright red-striped enclosed legend "It's rough on the competition ain't it bud!" and station identification.

Poem Booklet

BOOKLET of poems compiled from "Friendly Neighbor," human interest program dealing with people's problems aired Mon. through Fri. 9:05 a.m. on

Engineers Strike Puts WEVD Off Air Nine Hours

ENGINEERS striking for higher pay at WEVD New York caused the station to go off the air for nine hours Jan. 25. The engineers, all members of local 1212, International Brotherhood of Electrical Workers (AFL), went on strike at 7 a.m. when the station refused to yield to their demand for a $20 a week pay increase.

An agreement was reached at 4 p.m., however, in which the station offered the eight engineers a $15 weekly raise for a two-year period. New minimum scales at WEVD now run from $80 to $130.

Cammer Now V.P.

MOSES CAMMER has been elected vice president in charge of production for Electronic Corp of America, according to announcement by Samuel J. Novick, president of ECA. Prior to joining ECA Mr. Cammer was a partner in Gussack Machine Products Co. in charge of production. During the war he also was in charge of Gussack's research on electronic developments and coated film lenses used by Army Signal Corps.

WTAG Worcester, Mass., is being distributed to listeners. Titled "Poems from my Scrap-Book," booklet contains 29 poems and invitation to listeners to send personal problems to "Friendly Neighbor."

Subscription Promotion

SUBSCRIPTIONS for "Audience Guide," new publication of WNOC Norwich, Conn., Jan. 23 were taken by phone, on the air, during participating programs. Gary Lester, Hank Sennett, Jack Coombe and Dick Carlson, all WNOC staff members, answered phones during shows and took down subscriptions while subscribers heard their names repeated over the air.

GE Tube Brochure

NEW 156-page brochure of receiving tubes has been prepared by the tube division of General Electric Co. Electronic Dept. for distribution to equipment designers and set manufacturers. The book covers complete GE and Ken-Rad receiving tube line and its associated circuits. Full technical and other data is included.

FM Promotion

MONTHLY publication "The Twin-Tennas" replaces usual weekly schedule letter of WGTM Wilson, N. C. First issue was published Jan. 28. 'The Twin-Tennas" will be used primarily for promotion of FM and will include WGTM weekly schedule as well as news of other activities.

Car Card Campaign

CHUM Toronto is using car cards on the outside of Toronto streetcars and mention of the campaign is made five times daily on station. Sound effects of passing streetcar is worked into transcribed station announcement which also names current week's streetcar poster space buyers.

TV Auto Film

AUTOMOBILE Manufacturers Assn. is distributing 54,000 illustrated leaflets to promote the film "New Automobiles" produced by ABC in cooperation with the AMA. Film was telecast by ABC on five stations and 16 mm prints with sound tracks now are being circulated by the AMA on a national basis.

Data Solicited

MAURICE HIGH of McCann-Erickson, New York, has sent questionnaires requesting rate cards, coverage maps and other data to FM station managers throughout the country in order that the agency may be posted on FM availabilities.

Match Folders

WIS Columbia, S. C., is distributing 25,000 promotion book match folders through cigarette vendors in WIS primary area.

TECHNICAL

J. C. CRAVER has been named chief engineer of WMON Montgomery W. Va. LEE MORRIS, formerly of WBLJ Dalton, Ga., and ex-ensign in the Merchant Marine, and CARLOS F. McAFEE, new to radio, are added to technical staff.

FREDERIC D. SCHOTTLAND, consulting engineer, has moved to expanded quarters at 104-18 Metropolitan Ave., Forest Hills, N. Y.; telephone: Boulevard 8-6322. Firm also has announced first of its "Laboratory Kits," a vacuum tube voltmeter, model LKV-300. Unit is rated 0.2-300 volts at 20 cycles to beyond 200 mc; less than 7 uuf input at all frequencies.

LEON GOZA, formerly in armed forces, has joined WIS Columbia, S. C., as control operator.

CLARENCE G. FELIX has been named works manager of Cincinnati plants of Crosley Division, Aviation Corp. Mr. Felix has been manager of radio sales and has been with Crosley since 1927. From 1930 to 1933 he was engineer in household and automobile radio development department and was appointed chief engineer in charge of automobile radio development in 1933.

Mr. Felix

SIDNEY BRECHNER, technician at WJR Detroit, Jan. 21 married Louise Hart.

Trapped

AFTER having considerable trouble trying to get a home, Bob Fetterman, assistant chief engineer of WIBG Philadelphia, decided to buy a prefabricated house and put it up himself. All went well (except for a few broken finger nails and nailing his coat to a wall) until he was putting up the walls inside the house on the second floor. Upon finishing the walls in one room he discovered that the room had no doorway from which to make his exit. Mr. Fetterman finally slid down a rope to the ground from a window. He is still puzzled at the mix up in his plans.

WILLIAM ZEHRING, formerly with WHGB Harrisburg, has been named assistant chief engineer of WLBR Lebanon, Pa. JAMES GRANT has been appointed control room engineer and JON LERCH is now transmitter engineer.

ALFONSO BRESSAN has been named chief engineer of WCKB Dunn, N. C.

HERMETIC SEAL PRODUCTS Co., Newark, N. J., last week announced it had perfected an exclusive method of producing hermetic seals in a combination of new metal and glass for unrestricted use. Firm states any type of specification can be handled.

WKY

Oklahoma City, Okla.

956 Ft.

to top of FM antenna

A TRUSCON ENGINEERED UNIFORM CROSS SECTION GUYED RADIO TOWER

Truscon can engineer *any* type of tower you desire . . . guyed or self-supporting, either tapered or uniform cross-section . . . tall or small . . . AM or FM.

Call in Truscon engineers the minute you start thinking about antenna installations. Their wide experience will help you achieve the utmost in continuous, trouble-free operation . . . and keep you abreast of the newest developments in broadcasting technique.

Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio, or any of our numerous and conveniently located district sales offices.

TRUSCON STEEL COMPANY

Youngstown 1, Ohio

Subsidiary of

REPUBLIC STEEL CORPORATION

PROGRAMS

DRAMATIZATIONS telling of Georgia's influence on America is theme of 17 week series presented by Radio Workshop of Wesleyan Conservatory, Macon, Ga., over eight state stations, WMAZ WRDW WALB WRGA WGAU WTOC WGST WAYX. Program, titled "Because There Is a Georgia," originates at WMAZ Macon and is aired Thurs., 8:30-8:55 p.m., under sponsorship of Rich's Department Store, Atlanta. Narrative dramatizations are under direction of Mrs. Ann Griffin, originator of Wesleyan Workshop, and students write, produce, time, announce and devise sound effects for show. Radio Workshop began historical dramatizations of Georgia over WMAZ in 1945.

Quiz Show

NEW TYPE quiz show titled "Quizpartners Inc." has been started on WTAG Worcester, Mon. through Fri. 3:30 p.m. Contestants are grouped in pairs as president and vice president of a "corporation" and are awarded prizes for correct answers to set of seven questions in category which they choose. If they fail to answer correctly, corporation is dissolved and m.c. goes on to next pair of contestants. Members of studio audience automatically become "stock holders" in corporation and are eligible for weekly grand prize.

'Vocation Time' Series

VOCATIONAL guidance series, presenting outstanding men and women in professional and industrial fields, Jan. 28 will begin on WBZ Boston and WBZA Springfield, Mass., as part of present "Listen and Learn" program heard daily 9:15 a.m. New in-school listening program will feature such professions as teaching, aviation, coaching, modeling, art, occupational therapy, insurance, radio, merchandising, library work, journalism, chemistry, social work, civil service and advertising. Under title of "Vocation Time," new program supercedes completed series, "Ask Your Public Library," presented in cooperation with New England Committee on Radio in Education, Massachusetts Dept. of Education and Greater Boston Vocational Guidance Assn.

Labor Relations Show

PROMOTION of good employe-employer relations is purpose of "Bates Magazine of the Air" heard Wed. 7:30 p.m. on WGAN Portland, Me. and sponsored by Bates Mfg. Co. of Maine, manufacturer of cottons and rayons. Program began by airing popular music and human interest interviews with various plant employes and currently is using transcriptions made for the show in Hollywood. Transcriptions feature songs of Hollywood radio starlet Jeanne McKeon whose father is an employe of Bates.

KOAT Civic Programs

BROADCASTS of Albuquerque City Commission meetings direct from City Hall, are heard regularly over KOAT Albuquerque, N. M., and according to station reports, have caused an increase in citizens' interest in meetings. KOAT also broadcasts two weekly programs for Chamber of Commerce, daily program for Ministerial Alliance and one hour church service on Sunday direct from Albuquerque churches.

Electrical Co-op Feature

WITH 'entry blanks available at 300 area electrical and radio appliance stores, new half-hour weekly audience participation program, "The Magic of Electricity," has been started on KMPC Hollywood under sponsorship of Southern California Radio and Electrical Appliance Assn., cooperative group. Contestants write in answers to questions given on program with five top entries selected weekly for notification by telephone. If those called can correctly identify program awards are presented. Show was placed direct for 52 weeks.

Record Request Session

RECORD REQUEST show for teenagers, titled "1400 Club," is new program aired Mon. through Fri. 4 to 5 p.m. over WPAY Portsmouth, Ohio. Highlight of program is feature spot on show daily. Monday is Booster Day, which consists of giving five dollars' worth of new records to school sending largest representation at station. On Tuesday, all club members present are given ice cream bars. Weekly dance for all members is featured on Wednesday at Eagles Dance Hall, Portsmouth. Thursday, show honors one of high schools in city, and on Friday, presents eight top tunes of week on "Eight That Rate." Graeme Zimmer, record m.c. known as "Doctor of Turntableology," conducts show.

Historical Series

TWELVE half-hour dramatic programs in connection with 25th anniversary celebration of WDAY Fargo, N. D. are being presented by radio division of Fargo-Moorhead Community Theatre, civic non-profit corporation in Fargo and Moorhead, Minn.—Overall title of series is "Dakota Passage," and historical material relating to development of the Dakotas is being used in preparing scripts. First program of series, called "Indian Giver," was presented on WDAY Jan. 27 with script prepared by Jim Baccus, WDAY news editor. WDAY is donating 12 time spots to theatre group and overall production of programs will be by station staff members, but acting will be done by members of Community Theatre stage play cast.

Juvenile Quiz Format

JUVENILE QUIZ show conducted in style of old-fashion spell-down is basis of new series begun Feb. 1 on WTOP Washington in cooperation with Catholic schools of that city. Show is titled "Quiz Down" and is aired Sat. 10-10:30 a.m. Written and performed by school children of fourth, fifth and sixth grades, show presents student teams competing on questions about their school studies submitted by classmates. Contestants are selected by schools on basis of good scholarships. "Quiz Down" is sponsored by Hecht Co., Washington department store.

Livestock Show Coverage

COVERAGE of the National Western Livestock and Horse Show in Denver Jan. 10-17 was broadcast by KLZ Denver direct from special farm booth erected on show grounds. Lowell Watts, KLZ farm reporter, moved his entire office to booth for daily broadcasts of "Farm Reporter" show. Mack Switzer, KLZ special events director, conducted running demonstration of station's wire recorder, transcription play-back and other equipment previously described on "Farm Reporter" program.

Amateur Talent

AMATEUR talent of Fargo, N. D., and Moorhead, Minn., are featured on new quarter-hour program on WDAY Fargo. Aired each Thursday afternoon, show is presented by J. M. Wylie Piano Co., Fargo, and is broadcast direct from Wylie showrooms. Lois McKenzie, contralto on other WDAY programs, handles introduction of amateurs and also presents her own songs.

Format Change

DRAMATIC show featuring veterans' problems and titled "Just Call Me Mister," heard on KSFO San Francisco, has changed name to "The AVC Work Shop" and is now aired Sat. 8:30 p.m. Sponsored by American Veterans Committee, show features new writers and talent. Arrangements also have been made with Actor's Laboratory, Hollywood, for appearance of movie stars.

Tax Panel

PANEL discussion on how to prepare and file an income tax return is basis of new program started Jan. 30 over KLZ Denver. Series runs through March 6, presenting Ralph Nicholas, Collector of Internal Revenue in Colorado, and guest experts on income tax problems.

Spelling Bee

PROGRAM featuring elementary school student spelling bee is being presented by WLAT Conway, S. C. The half-hour weekly show titled "Little Red Schoolhouse of the Air" originates in local grammar school.

Policy Change

KFOX Long Beach, Calif., has cancelled all foreign language programs and in place of these shows which were specifically aimed at Spanish-speaking residents, KFOX plans to offer a one-hour, five-weekly Latin-American music program.

TALENT PLUS beauty is a combination hard to beat in radio, just as in any other field where personality rates high. A veteran radio trouper, Lois Zarley of WJOL Joliet, Ill., now conducts two daily programs on that station. Quarter-hour "Morning Matinee" relates in Miss Zarley's intimate style for women listeners the social and other happenings of interest in the community. Her afternoon program, "Story Time," presents original children's stories. Miss Zarley formerly had been on several network program casts.

Traffic Court on Air

BROADCAST of actual traffic violation cases being tried and penalties imposed is basis of new Thursday morning series originated by WDSU New Orleans. Program originates in Traffic Court of Criminal Court Bldg., with Judge Jewell A. Sperling presiding. WDSU, now member of North American Service of French Broadcasting System, also plans to air weekly series of French programs broadcast from transcriptions received from Paris, highlighting music, personalities and current events. Fred Weber of WDSU has accepted membership on American Advisory Board of French Broadcasting System.

FM Drama Series

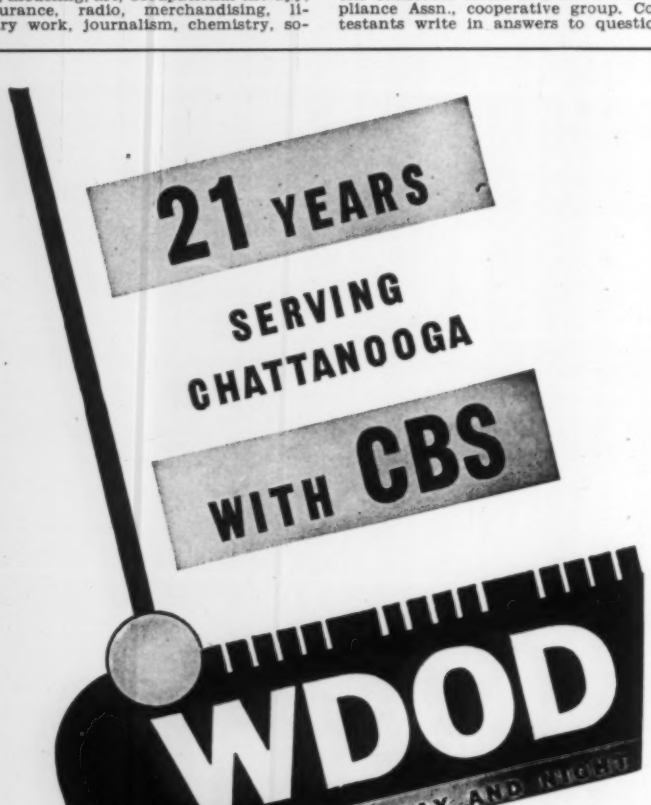
SERIES of 13 weekly drama broadcasts featuring students of College of Music, Cincinnati, have been started over WLWA Cincinnati FM station of Crosley Broadcasting Corp. Charles Lammers, dramatic director of WLW, and Bert Neely, WLW music director, are in charge of programs. Broadcast Thurs. 9 p.m., show also is transcribed for use Sat. 5 p.m. By broadcasting twice each week, students who participated are able to hear themselves. Shows are scheduled as half-hour performances but no time specifications are made. Wilfred Gunther, manager of WLWA, says he feels that good drama and plot are more important than stop watches.

Wildlife Review

INFORMATION about fishing and hunting conditions and wild life conservation is basis of new series to begin Feb. 9 on WARL Arlington, Va. Titled "Our Woods Waters and Wildlife," show will be aired Sun. 2:30 p.m., presented by four area chapters of Isaac Walton League. First programs of series will be devoted to explanation of aim and purposes of the League and to describe organization on national, state and local levels. Arrangements are being made to obtain last minute bulletins from experts along the bay which will be of interest to amateurs and week-end fishermen.

Smith College Recordings

SMITH COLLEGE 75th Anniversary Fund has sponsored and made available to radio stations throughout the country a fifteen-minute recording made by Rev. Harry Emerson Fosdick, an octet of Smith College undergraduates and group of professional playwrights and actors. Standard 16-inch record consists



NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

of three five-minute spots which can be used individually or as solid fifteen-minute program and is part of Smith College drive to raise $7,000,000 to increase faculty salaries, establish new scholarships and make improvements to college plant. Record has already been used by some twenty stations it was said and may be obtained from Headquarters, Smith College 75th Anniversary Fund, 165 E. 72d St., New York.

WAPA Programs

SPECIAL all-English language program for Caribbean Islands is being broadcast Mon. through Fri. 5-5:30 p.m. on WAPA San Juan, P. R., new 10,000 w station on 680 kc, which began operations Jan. 15. Show is titled "Caribbean Matinee" and features popular request tunes, time signals and official weather forecasts and summaries for area. Stations in Chile, Venezuela, Santo Domingo, Cuba and U. S. broadcast salute prgrams to WAPA on its inauguration. Special salute programs also were prepared by WAPI Birmingham and MBS for this series of inauguration shows.

Certificate of Service

VETERANS Administration Certificate of Service for 1946 has been awarded to KXOK St. Louis. Gen. Omar N. Bradley ordered the presentation which was made by B. C. Moore, deputy administrator for St. Louis Branch of Veterans Administration. In awarding certificate, Mr. Moore stated that Veterans Administration "has a big task ahead, but it is not insurmountable with the continued support of your facilities and the medium of radio in the spread of information."

Ski Reports Shortwaved

OFFICIAL weather data, highway information and reports on snow conditions at Alta, mountain-top Utah ski resort, is being shortwaved to KALL Salt Lake City four times each week end for use in KALL ski-news programs aired Fri. and Sat. at 10:10 p.m. and Sat. and Sun. at 8:45 a.m. Previous to installation of short-wave equipment, KALL utilized information received by telephone from Alta, but use of short-wave is expected to end any threat to interruption in service due to heavy snow.

Civic Forum Commended

DISCUSSION program "Wake Up, St. Louis," heard over KXOK St. Louis was commended by Mayor Aloys P. Kaufmann in an address to inaugural banquet of St. Louis Junior Chamber of Commerce. Mayor Kaufmann stated that radio forum program has enabled thousands of citizens to learn pros and cons of many pressing problems, such as urban airports, daylight saving time and Toledo-labor-management plan. Programs are presented Tues. 8:30 p.m. in cooperation with St. Louis Junior Chamber of Commerce and St. Louis Bar Assn.

Dramatized Biographies

DRAMATIZED thumb nail biographies of outstanding Roanoke, Va., personalities is theme of new series, "This Is Roanoke," aired on WSLS that city, Mon. 9-9:30 p.m. Dramatization is of personalities, living and dead, who have played a part in growth of the city. Show comprises history of Roanoke industries and their accomplishments and ambitions; story of local government; recreational facilities, and landmarks. Each program includes music by local artists, and latest news happenings.

Blood Donors Respond

WHEN 10-year-old Ronald Myers was rushed to St. Luke's Hospital in Cedar Rapids, Iowa, the hospital was in need of type "O" blood for the boy and called WMT that city to request an announcement for donors. Announcement was aired and later hospital officials called station asking for another announcement to the effect that donor had been obtained, as hospital switchboard was swamped with volunteers and doctors could not place calls.

Convocation Broadcast

BROADCAST of convocation program in celebration of seventy-fifth anniversary of U. of Arkansas, Fayetteville Jan. 22, was heard over KXLR North Little Rock, sponsored by North Little Rock Chamber of Commerce. Members of Arkansas Legislature recessed to hear broadcast on KXLR direct line to State House. Broadcast of convocation originated at KGRH Fayetteville.

Based on Feature

STORIES of people from every day life are dramatized in a new MBS weekly series begun Jan. 29, 10-10:30 p.m., titled "Did Justice Triumph?" Program features George Carson Putnam, MBS news commentator, as narrator of the show which is based on the New York Daily News' Sunday feature of the same name. "The Author Meets the Critics" program regularly heard Wednesdays on MBS has been rescheduled to follow "Did Justice Triumph?" from 10:30-11 p.m.

Hoyt Is Announcer

IN ANNOUNCEMENT in this column Jan. 27 of signing by WCPO Cincinnati for coverage of baseball games of Cincinnati Reds for 1947 and 1948 seasons, Johnny Nuen was incorrectly identified as WCPO announcer who would handle play-by-play description. Mr. Nuen is newly appointed manager of the Reds. Waite Hoyt is WCPO sports announcer who will handle games. Mr. Hoyt begins his sixth year as broadcaster of the Reds' contests. WCPO broadcasts will be sponsored by Burger Brewing Co., that city.

WBKB Claims Top

WBKB, Balaban & Katz television station, Chicago, claims to have logged more hours on the air during 1946 than any other television station in the U. S. Its total of 1088 hours on the air doubled the station's 1945 time of 523 hours, 30 minutes. Published reports have shown three New York stations totalled 1717 air hours together, with the top station logging 802 hours, the second 625 hours, and the third 290 hours, according to WBKB.

WNEW Honored

DISTINGUISHED service award has been presented to WNEW New York by David P. Page, deputy administrator for New York State, and Don Weiss, assistant director of public relations for the Veterans Administration. Award is in "recognition of the significant public service rendered to veterans and their families, and in appreciation for outstanding cooperation with the Veterans Administration through its series 'Operation Homecoming'."

Weather Report Aired

WEATHER REPORT of flying conditions is being broadcast each morning at 7:30 a.m. by WSOC Charlotte, N. C., as a service to airmen. Broadcasts include CAA forecasts and data and originate at U. S. Weather Bureau. Posters have been placed at all airports within WSOC coverage area calling pilots' attention to weather report broadcasts.

WMFF Review

INSIGHT into operations of a radio station is theme of "Studio Party," new show on WMFF Plattsburg, N. Y. First programs have introduced listeners to WMFF staff members and explained some of the activities of the station. Plans are being made to take North County listeners on departmental tour of station by way of this show.

Dance Instruction

WEEKLY NBC television show titled "Shall We Dance?", featuring instructors of Fred Astaire Dance Studios in New York, was to begin on WNBT New York Feb. 2. Program is sponsored by Standard Brands (Chase & Sanborn coffee), through J. Walter Thompson Co.

Education Study

PUBLIC education in America will be examined in two half-hour programs, titled "School Teacher—1947," to be heard over ABC on successive nights, Feb. 16 at 7:30 p.m. and 17 at 9:30 p.m. Programs are based on original studies by ABC and by additional information supplied by U. S. Office of Education.

Kidnapper Jitters

KCVR Lodi, Calif., played an unwitting part in the kidnapping story of Alice Devine, 17-year-old Lodi girl, H. C. O'Donnell, station manager reports. Miss Devine said that shortly after her abductor had tuned to KCVR a bulletin concerning her disappearance was broadcast over the station. Showing signs of extreme nervousness, her captor left, soon after hearing the bulletin and never returned. Miss Devine then worked free from her bonds and escaped.

COMMERCIAL

JOE BERNARD has been appointed national sales manager of KTUL Tulsa and KOMA Oklahoma City.

H. PRESTON PETERS, president of Free & Peters, and Mrs. Peters are the parents of a 7 lb. 4 oz. girl, Virginia Gay, born Jan. 25. Mrs. Peters is the daughter of Mr. and Mrs. **ARTHUR B. CHURCH**, KMBC Kansas City.

BOMAR A. LOWRANCE, member of the sales staff of WSOC Charlotte, N. C., has been appointed national sales manager of that station to succeed the late **W. C. IRWIN** who was commercial manager of the outlet. Mr. Lowrance first entered radio at WSOC in 1934. Other than sales his radio experience includes promotion, sports and special events broadcasts. He was associated with his father in the publishing and printing business for a number of years. He also is serving as division commander, Charlotte branch, Naval Reserve.

Mr. Lowrance

PEGGY ALSTON has joined commercial department of KWBC Fort Worth, Tex.

PAUL SMITH, formerly with WKBO Harrisburg, has been added to commercial staff of WLBR Lebanon, Pa., as salesman.

H. J. FORBES has rejoined WAJR Morgantown, W. Va., as sales manager.

N. R. MADONNA, formerly with the sales promotion division of U. S. Rubber Co. and the Kenyon Research Corp., has joined the New York offices of Donald Cooke Inc., radio representative.

RADIO INTERNATIONAL, Tangier, North Africa, has appointed Pan American Broadcasting Co., New York, as exclusive representative.

WQXR New York has appointed Donald Cooke Inc., Detroit and Chicago, to handle midwest representation.

BILL HARRIS, commercial manager of WNOC Norwich, Conn., has resigned. **H. ROSS PERKINS**, WNOC owner-manager, will assume former duties of Mr. Harris. **DON ROSS** and **JIMMY MACIONE** of WNOC sales staff also have resigned.

CRAIG ROGERS, traffic manager of KALL Salt Lake City, Navy veteran and lieutenant in organized reserve, has been named public relations officer for Utah Battalion, Organized Reserve, Navy.

W. J. TOWNER, for six years traffic manager of KMPC Hollywood, has resigned.

JARMILA KENNEDY, with Du Mont television in an executive capacity for more than three years, has been appointed to head television spot sales for WABD New York, Du Mont television station.

WILBUR BRINKWORTH has joined the commercial department of CFRN Edmonton, Alta.

ABC has closed its Pittsburgh office and **KENT PATTERSON**, who managed the branch for the past year, has been transferred to New York as account executive.

WOV New York has appointed the Al Paul Lefton Co., New York, to handle its advertising.

KPAC

MBS

BMB

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

SPONSORS

LUER CANNING Co., Los Angeles (canned meat products), Feb. 3 starts spot announcement schedule on KFXB KPRO KVOE KFOX KSDJ KWKW KIEV with two participations weekly on "Ben Alexander Show" on four Don Lee California stations (KHJ KFRC KGB KDB). Contracts are for 13 weeks. Agency is Dan B. Miner Co., Los Angeles.

UNIVERSAL PICTURES Corp., Hollywood, switches its account to Monroe Greenthal Adv., Los Angeles, effective Feb. 15 from J. Walter Thompson Co., Los Angeles.

LINSK OF CALIFORNIA, Los Angeles (Jolyn cotton dresses), and **JUNIORS Inc.,** Los Angeles (children's sportswear), have appointed Abbott Kimball Co. Inc., that city, to handle national advertising.

SANTA FE VINTAGE Co., Los Angeles (wines), has appointed Dan B. Miner Co., that city, to handle national advertising. Radio will continue to be used.

AMERICAN-MARIETTA Co., Chicago (paint manufacturer), has appointed Simon & Smith, Portland, to direct advertising for its newly acquired Pacific Chemical Co., Los Angeles, and Adhesive Products Co., Seattle. Agency also handles advertising for Schorn Paint Mfg. Co., Seattle, division of American-Marietta Co.

ADAM HATS, New York, Jan. 15 started test campaign on WFAS White Plains, N. Y., using 125 spots weekly, with the sentence: "When you think of a hat, think of an Adam—it's hard to beat."

METROPOLITAN LIFE INSURANCE Co. of Canada, Ottawa, has appointed Young & Rubicam to handle advertising. Plans are being made to develop use of radio which has been started on a small scale.

CURTIS PUBLISHING Co., Philadelphia (Holiday magazine), is using transcribed previews of articles in current issue of the magazine on a number of Canadian stations. Agency is BBDO New York.

DAVE W. THURSTON, formerly with the retail planning group of the sales division of General Foods Corp., New York, has been appointed assistant export advertising manager of the firm.

NEW YORK EXPORT Co. has appointed Grant Adv., New York, to handle advertising.

MARVIN S. BURICK, former WIOD Miami, Fla., newscaster, has joined the Metropolitan Clothing Co., Dayton, Ohio, as assistant advertising and public relations manager.

LOOK Magazine, New York, has appointed Kenyon & Eckhardt, New York, to handle advertising.

NORTHAM WARREN Corp., Stamford, Conn. (Cutex nail polish and Odorono), has started an advertising campaign in Latin American countries. Radio is being used. Robert Otto & Assoc., New York, is agency.

LEHN & FINK PRODUCTS Corp., New York (Dorothy Gray Ltd., cosmetics) has appointed Lennen & Mitchell, New York, to handle its advertising campaign effective July 1.

LOUIS H. MacLEOD has been appointed chain store and super market manager of Lever Bros. Co.

NATIONAL SHIRT SHOPS, New York (Men's furnishings), has appointed Seidel Adv., New York, to handle advertising. Media plans are being set.

OLD DUTCH MILLS, New York (Old Dutch coffee), has started an expanded advertising campaign for 1947 which includes a spot campaign launched Jan. 20 for eight weeks on the following New York stations: WQXR WMCA WNEW. Peck Adv., New York, is agency.

RUSSELL B. WESTON, with Ethyl Corp. for 20 years, has been appointed advertising manager of the corporation.

KEYSTONE VARNISH Co., New York, has announced expanded advertising plans for 1947. Advertiser sponsors a farm program on WJZ New York and has added a farm program on WOR New York. Blackstone Co., New York, is agency.

ANIMAL FOOD PRODUCTS, Philadelphia (Pet-Agree dog food), has appointed J. M. Korn & Co., Philadelphia, to handle account.

PHARMA CRAFT Corp., New York (Obay hair tonic), has appointed William Esty & Co., that city, to handle advertising. Radio is to be used.

A. GIURLANI & Co., San Francisco, has appointed Honig-Cooper Co. as agency to handle the advertising of Star olive oil and other Star products.

AFN Paris Off Air

THE LAST of the American Forces Network stations in France has now gone off the air. AFN Paris, actually a transmitter repeater station fed by AFN Frankfurt for the past several months, was operated by Harry Flora, transmitter engineer. The station had been kept on the air at the urgent request of the French people. AFN stations now operating on the Continent are at Berlin, Bremen, Frankfurt and Munich.

NETWORK ACCOUNTS

New Business

LOMA LINDA Co., Los Angeles (food products), Feb. 7 starts "Melody House" for 52 weeks on 8 CBS Pacific stations, Mon.-Fri. 4:15-4:30 p.m. Agency: Elwood J. Robinson Adv., Los Angeles.

Renewal Accounts

QUAKER OATS Co., Chicago (cereals), March 22 renews for 52 weeks "Those Websters" on 375 MBS stations, Sun. 6-6:30 p.m. (EST). Agency: Ruthrauff & Ryan, N. Y.

INTERSTATE BAKERIES Co., Los Angeles (bread), Feb. 24 renews for 52 weeks "Cisco Kid" on 43 Don Lee Pacific stations, Mon.-Wed.-Fri. 7:30-8 p.m. (PST). Agency: Dan B. Miner Co., Los Angeles.

PHILIP MORRIS & Co., New York, has renewed for 52 weeks "It Pays to Be Ignorant" on CBS, Fri. 10-10:30 p.m. Agency: Blow Co., N. Y.

MARS Inc., Chicago (candy), March 31 renews for 52 weeks "Dr. I. Q." on NBC, Mon. 9:30-10 p.m. Agency: Grant Adv., Chicago.

LAMBERT PHARMACAL Co., Toronto (Listerine toothpaste), Feb. 5 renews for 13 weeks "Treasure Trail" on 5 CBC Ontario network stations, Wed. 8:30-9 p.m. Agency: Lambert & Feasley, N. Y.

WILLIAMSON CANDY Co., Chicago (O'Henry candy bars), March 2 renews for 52 weeks "True Detective Mysteries" on 300 MBS stations, Sun. 4:30-5 p.m. Agency: Aubrey, Moore & Wallace, Chicago.

50,000 watts is a lot of radio

KMPC*
710 KC—LOS ANGELES
G. A. RICHARDS, PRESIDENT
R. O. REYNOLDS, VICE-PRES. & GEN. MGR.

*Power Coming

EXCLUSIVE
COVERAGE OF
THE CHAMPLAIN
VALLEY AREA
WCAX BURLINGTON
VERMONT'S
ONLY CBS
STATION
1000 WATTS • FULL TIME

124 Outlets Enter Georgia U. Contest

U. S., Canadian Stations Submit 191 Peabody Award Entries

ONE HUNDRED TWENTY-FOUR radio stations, representing 79 cities, 32 states, the District of Columbia and Canada, submitted entries in the 1946 Peabody Radio Award contest sponsored by the U. of Georgia Henry W. Grady School of Journalism, John E. Drewry, dean of the school, announced last week. The entries closed Jan. 10.

The four major networks—ABC, CBS, MBS and NBC—enrolled 60 entries from their New York, Chicago and Hollywood headquarters. Miscellaneous entries, including one from the Rocky Mountain Radio Council, came from 22 sources.

The NAB assists the Grady School in sponsoring the Peabody Awards, which are given in seven categories. In five of the categories—outstanding reporting, drama, music, education, and children's program—any station or network is eligible to receive an award. Separate awards are made to a regional station (above 1 kw) and local station (1 kw or under) for the program or series of programs inaugurated and broadcast during 1946 which made the most outstanding contribution to the welfare of the region or community served.

The board which selects the award winners reserves the right to make more or less than seven awards, depending upon the entries and the circumstances at the time of the awards, Dean Drewry said. The annual prizes are designed to give recognition for meritorious public service rendered each year by the broadcasting industry and to perpetuate the memory of George Foster Peabody, benefactor and life trustee of the U. of Georgia.

COPIES of ABC program scripts have been sent to Alfred J. Rowan, supervisor of prison education for the California State Prison at San Quentin for use by journalism and radio classes there. Scripts sent were those of forum, dramatic, variety and news programs.

New Society

DISCOVERING that during 1946 no less than 104 fictitious criminals bit the dust—an average of two a week—on the *Adventures of the Falcon*, sponsored by American Safety Razor Corp. on MBS each Tuesday, Mutual press department declares that Jim Meighan, lead on the show, is about to form a new organization, the RAPS-FTPOMTOCDIIAOS, or, to spell it all out, Radio Actors' Protective Society for the Prevention of More than One Criminal Done In in Any One Script.

Seeks State FM

U. OF CALIFORNIA is aiming at formation of an FM network controlled by the state's department of education and is seeking appropriation of $1,750,000 for that purpose. Measure is expected to be introduced shortly and is being led by Hale Sparks, head of radio at the university's Berkeley campus. Conscious of this threat both to freedom of expression as well as implied competition, both Northern and Southern California Broadcasters Assns. are preparing strategy.

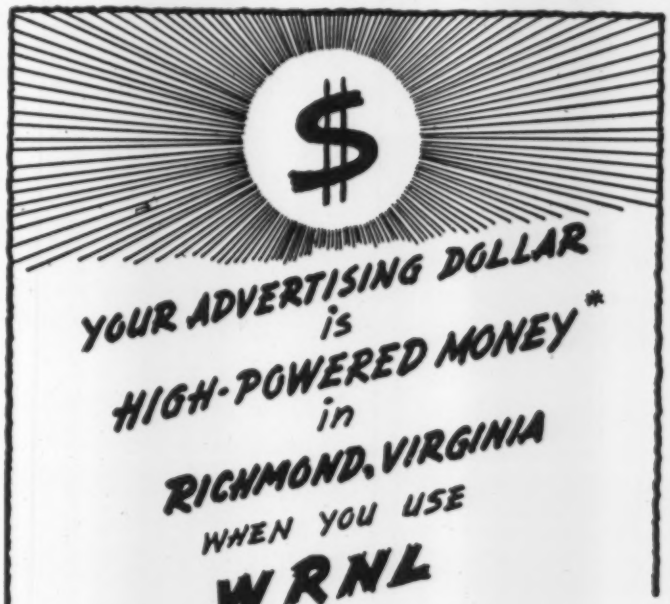
CHARLES P. MANSHIP, BATON ROUGE, LA., DIES

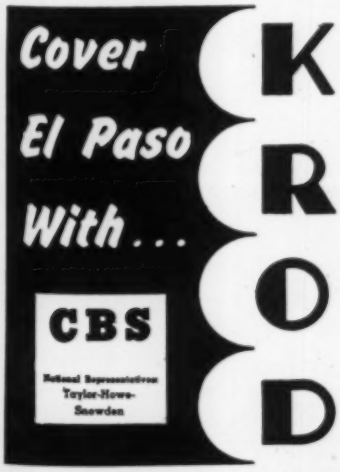
CHARLES PHELPS MANSHIP, 65, owner of WJBO and WBRL (FM) Baton Rouge, La., died Jan. 27 after a long illness. He was editor and publisher of the *Baton Rouge State-Times* and *Morning Advocate*.

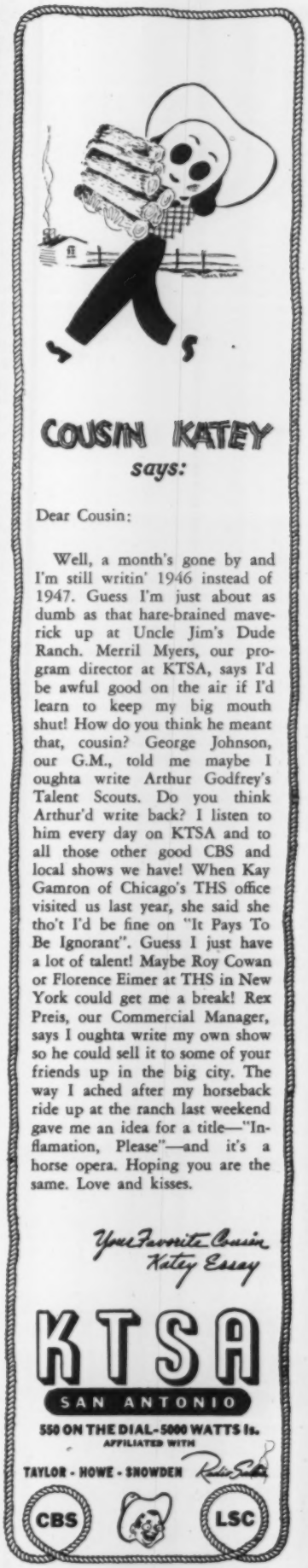
Mr. Manship

Mr. Manship had been stricken ill in 1944 while serving as U. S. associate director of censorship in London but remained on his job until the end of that year. His condition improved after his return to Baton Rouge but he suffered a recurrence of his illness two months ago.

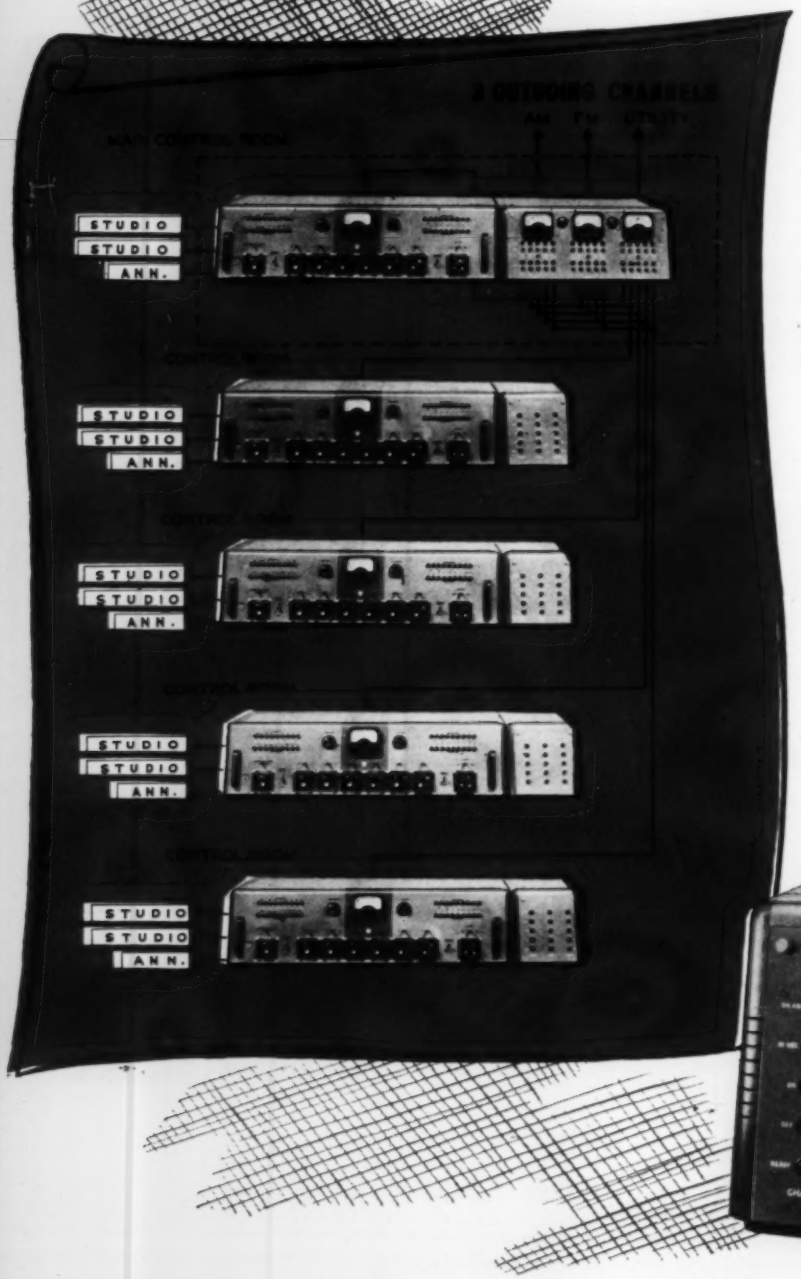
He was a member of the board of the American Newspaper Publishers Assn., and from 1941-43 was president of the Southern Newspaper Publishers Assn. Born in McComb, Miss., he attended Millsaps College in Jackson, Miss., entering newspaper work on the *Jackson Daily News*. Surviving are Mrs. Manship; two sons, Charles P. Manship Jr. and Douglas Manship; a sister, Mrs. Ralph Wilson, of Oxford, Miss., and a brother, Luther Manship, of Jackson.






COUSIN KATEY
says:
Dear Cousin:
Well, a month's gone by and I'm still writin' 1946 instead of 1947. Guess I'm just about as dumb as that hare-brained maverick up at Uncle Jim's Dude Ranch. Merril Myers, our program director at KTSA, says I'd be awful good on the air if I'd learn to keep my big mouth shut! How do you think he meant that, cousin? George Johnson, our G.M., told me maybe I oughta write Arthur Godfrey's Talent Scouts. Do you think Arthur'd write back? I listen to him every day on KTSA and to all those other good CBS and local shows we have! When Kay Gamron of Chicago's THS office visited us last year, she said she tho't I'd be fine on "It Pays To Be Ignorant". Guess I just have a lot of talent! Maybe Roy Cowan or Florence Eimer at THS in New York could get me a break! Rex Preis, our Commercial Manager, says I oughta write my own show so he could sell it to some of your friends up in the big city. The way I ached after my horseback ride up at the ranch last weekend gave me an idea for a title—"Inflamation, Please"—and it's a horse opera. Hoping you are the same. Love and kisses.
Your Favorite Cousin
Katey Essay
KTSA
SAN ANTONIO
550 ON THE DIAL - 5000 WATTS Is.
AFFILIATED WITH
TAYLOR - HOWE - SNOWDEN
CBS
LSC

NOW—quick, simplified



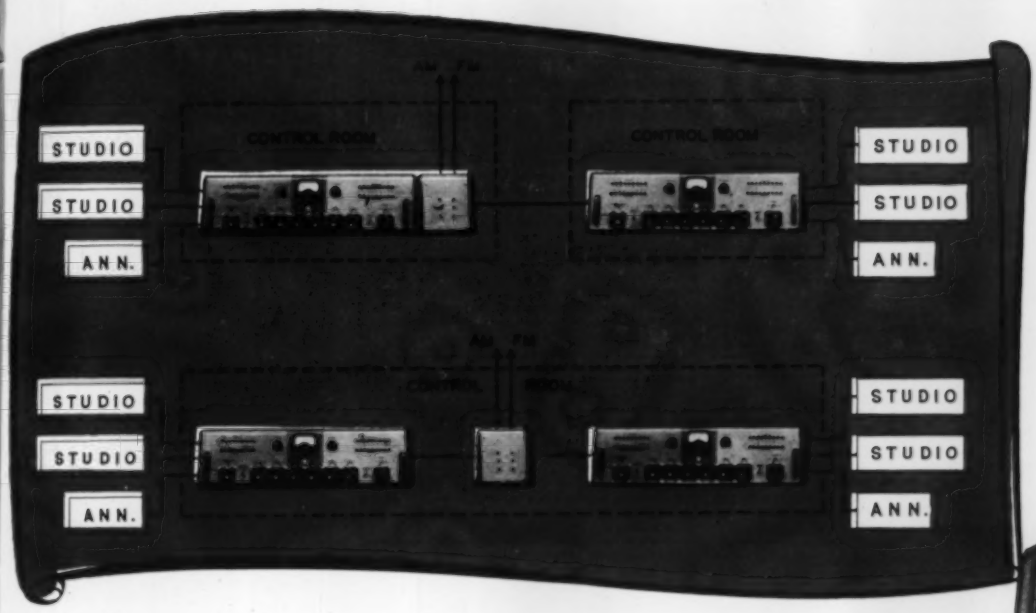
Type BCS-1A
Master Switching System

This system consists of one Master Switching Console (above, right—shown with an RCA 76-B4 Consolette) and one or more sub-control units (below). It contains all the relays needed for any combination of switching functions.

Up to five sub-control rooms can be used with the master console, each of which can handle from one to three studios.

Status lights give accurate picture of "On Air," "In Use," "Ready," and "On-Off" conditions in all control rooms for each outgoing line. Unique design features prevent feeding more than one program to any one line, although supporting program material can be handled as remotes from the originating studio. Sub-control units act as relay control stations between studios and master control unit.

switching for AM-FM Programming



Type BCS-2A Switching System

Two studio inputs may be switched independently to either of two outgoing lines. Mechanical interlocking prevents feeding two inputs to same line. Handles up to four studios and two announce booths. Two examples of the layouts possible are shown at left.

These new RCA consolette switching systems co-ordinate all studio-station functions

Here's another example of RCA's program of providing "packaged" broadcast equipments having the flexibility and performance of custom-built jobs.

The two Switching Consoles shown, in connection with standard RCA Consolettes of identical styling, give you sufficient latitude to perform intricate AM, FM and network programming operations—easily, precisely and quickly. Choice of model depends upon the complexity of your station's operating requirements.

The BCS-1A Console is designed for the more elaborate station . . . switching the outputs of as many as five control consolettes to three outgoing lines. Many combinations are practicable. Inputs from studios, network, recording rooms or frequent remotes can be monitored and switched to transmitters or network lines. Electrically interlocking controls have reduced the possibility of switching error to the vanishing point.

Managers of stations requiring only two consolettes will find the RCA Type BCS-2A Console the ideal switching system. Used with two RCA 76-B4 Consolettes, program material from up to four studios and two announce booths is routed to desired outgoing lines (AM and FM, or either transmitter and a network line).

Both types of RCA Switching Systems are designed for long-range station planning. They have sufficient flexibility to take care of future expansion. Complete details may be obtained from Engineering Products Dept., Section 19-B, Radio Corporation of America, Camden, N. J.

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Langevin's 108-C amplifier has TWO input channels, each with an independent volume control.
Channel A provides 63 DB gain from a 600 Ohm source, and 43 DB on bridging connection. Channel B has a pre-amplifier stage and provides 103 DB gain to operate a low level talk back microphone. Output impedance: 8 and 500 Ohms. Output power: 20 watts.
When desired for monitoring purposes only, this amplifier can be obtained with a single input — channel A.
Write Dept. A-1 for complete specifications.

The Langevin Company
INCORPORATED
NEW YORK: 37 W. 65 St., 23 • SAN FRANCISCO: 1050 Howard St., 3 • LOS ANGELES: 1000 N. Seward St., 38

ACTIONS OF THE FCC

JANUARY 24 TO JANUARY 30

Jan. 24 Decisions . . .

BY COMMISSION EN BANC

Conditional FM

Enterprise Publishing Co., Brockton, Mass.—Authorized conditional FM grant for class A station subject to further review and approval of engineering details.

Plymouth County Bcstg. Corp., Brockton, Mass.—Same.

Commercial TV

The Journal Co., Milwaukee—Granted CP for new commercial television station; channel 3, 60-66 mc; visual power: 16.1 kw; aural 17.0 kw; antenna 319 feet.

License Renewal

Granted renewal of licenses of following television stations for the period ending Feb. 1, 1948: W9XBB W9XBK W9XBT W9XPR W2XCS W1XDY W2XEM W2XVT W2XWV W3XWT W10XKT WABD WRGB W2XGE W2XBT W2XBU W10XAF W10XAD W3XE W3XPD W3XPI W3XPK W3XPL W10XPB W10XAE W10XP W10XPA W10WPC W10XPR W3XAD W3XEP W9XZC W9XZV.

AM—1600 kc

Radio Air Ways, Eugene, Ore.—Granted CP for new station 1600 kc, 1 kw, unlimited, DA-N.

AM—1600 kc

Peach Bowl Broadcasters, Yuba City, Calif.—Granted CP for new station 1600 kc, 500 w, unlimited; engineering conditions.

AM—1510 kc

The Macomb Bcstg. Co., Macomb, Ill.—Granted CP for new station 1510 kc, 250 w, daytime; engineering conditions.

AM—1520 kc

Cornbelt Bcstg. Co., Clinton, Ill.—Granted CP for new station 1520 kc, 1 kw, daytime; engineering conditions.

AM—920 kc

WBBB Burlington, N. C.—Granted petition requesting reinstatement of its application as amended for increase in power from 1 to 5 kw, operating on 920 kc. Previous application was dismissed without prejudice Oct. 11, 1946.

Denied Request

WLIB Brooklyn, N. Y.—Denied request for subpoena for Gwilym A. Price, at consolidated hearing involving station WLIB and WOWO Ft. Wayne, without prejudice to right of applicant to renew its request in compliance with Sec. 1.832 of Commission's Rules.

Petition Dismissed

West Central Bcstg. Co., Tulsa, Okla.—Dismissed petition to reconsider and grant without condition the application of Democrat Printing Co. for new station at Durant, Okla.

Motion Denied

WSAM Saginaw, Mich.—Denied motion requesting dismissal of application to change operating assignment from 1400 kc, 250 w to 790 kc, 1 kw; install a new transmitter, change transmitter location, and install DA for day and night use, and the said application was designated for hearing in consolidated proceeding with application of Booth Radio Stations and Federated Publications, and Commission's orders designating these applications for hearing were amended to include WSAM application.

AM—550 kc

KWTO Springfield, Mo.—Granted petition of KWTO for reconsideration directed against the Commission's action of Oct. 31, 1946, granting without hearing application of Midland Bcstg. Co. for new station at Kansas City on 550 kc, 5 kw, daytime, DA; ordered that said action of Oct. 31 granting Midland application be set aside, and further that the application be designated for hearing and that KWTO KLZ WIBW KSAC KCRS and Radio Broadcasters be made parties to proceeding.

Application Dismissed

The Regents of the New Mexico College of Agriculture and Mechanic Arts, Albuquerque, N. M.—Dismissed application for involuntary assignment of license of station KOB Albuquerque, N. M., from Albuquerque Bcstg. Co. to The Regents of the New Mexico College of Agriculture and Mechanic Arts, as application does not comply with Commission's rules in that it is not executed by both the assignor and the assignee.

Petition Dismissed

KFJZ Fort Worth, Tex.—Dismissed petition for declaratory ruling concerning certain documents executed by Lone Star Bcstg. Co. (predecessor licensee of KFJZ).

AM—1340 kc

WPAR Parkersburg, W. Va., and WBLK Clarksburg, W. Va.—Reconsidered action taken June 13 and Oct. 31, 1946, designating for hearing in consolidated proceeding application for transfer of control of WPAR and application for assignment of license of WBLK, and ordered that said applications and petitions relating thereto be granted, subject however, to condition that the CP for station WOPK Marietta, Ohio, 1340 kc, 250 w, unlimited, be surrendered for cancellation. Consideration involved in transfer of WPAR is $307,500, and in assignment of WBLK is $177,500.

AM—550 kc

Fred Jones Radiocasting and Television Co., Oklahoma City—Designated for hearing in consolidated proceeding with application of Midland Bcstg. Co., the application of Fred Jones Radiocasting and Television Co. for new station 550 kc, 5 kw day, 1 kw night, DA and order designating Midland for hearing was amended to include this application. Adopted order dismissing petition for reconsideration directed against Commission's action of Oct. 31 granting Midland Bcstg. Co. application without hearing.

AM—940 kc

Tyler Broadcasting Co., Tyler, Tex.—Designated for hearing application for new station to operate on 940 kc, 250 w, daytime only, to be heard in consolidated proceeding with applications of Blackstone Bcstg. Co., Rose Capitol Bcstg. Co., and Tytex Bcstg. Co., requesting same facilities; further ordered that order designating above applications for consolidated hearing be amended to include Tyler Bcstg. Co. application.

AM—790 kc

Washington Broadcasters and KFIO Spokane, Wash.—Designated for consolidated hearing application of Washington Broadcasters for new station 790 kc, 5 kw, unlimited, DA, with application of KFIO to change operating assignment from 1230 kc, 250 w, unlimited, to 790 kc, 5 kw, unlimited, DA.

AM—1340 kc

The Wooster Republican Printing Co., Wooster, Ohio—Designated for hearing application for new station 1340 kc, 100 w, unlimited time, to be heard with applications of The Mount Vernon Bcstg. Co., Mt. Vernon, Ohio, and Mound Bcstg. Corp., Newark, Ohio; further ordered that order designating above applications for hearing be amended to include Wooster application.

AM—1460 kc

Crescent Bay Bcstg. Co., Santa Monica, Calif.—Designated for hearing application for new station to operate on 1460 kc, 250 w, daytime, to be heard in consolidated proceeding with applications of California Bcstg. Co., Santa Monica, and San Fernando Valley Bcstg. Co., San Fernando; further ordered that orders designating above applications for hearing be amended to include Crescent application.

AM—910 kc

Valdosta Bcstg. Co., Valdosta, Ga., and Okefenokee Bcstg. Co., Waycross, Ga.—Designated for consolidated hearing application of Valdosta Bcstg. Co. for new station at Valdosta, 910 kc, 5 kw, DA-N, unlimited, with application of Okefenokee Bcstg. Co. for new station at Waycross, seeking same frequency with 500 w night, 1 kw-LS, unlimited.

AM—1230 kc

The Northern Berkshire Bcstg. Co., North Adams, Mass.—Designated for hearing application for new station to operate on 1230 kc, 250 w, unlimited, in consolidated proceeding with application of The Colgren Bcstg. Co., Hudson, N. Y.; further ordered that order designating Colgren application for hearing be amended to include The Northern Berkshire application.

AM—970 kc

WMMJ Peoria, Ill.; Grain Country Bcstg. Co., Peru, Ill., and KFMJ Tulsa, Okla.—Designated for consolidated hearing applications of Mid-State Bcstg. Co. to change operating assignment of WMMJ Peoria from 1020 kc, 1 kw, day, to 970 kc, 1 kw day and night, un-

(Continued on page 66)

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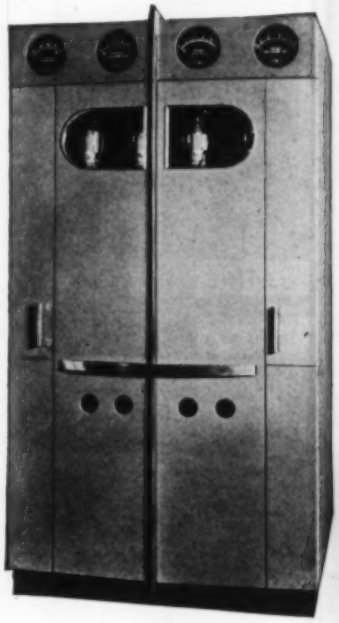

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FCC Actions

(Continued from page 64)

Decisions Cont.:

limited, install DA for day and night time, and make other changes, with application of Grain Country Bcstg. Co. for new station at Peru, to operate on 980 kc, 500 w, 1 kw-LS, DA-2, unlimited, and application of Fred Jones Bcstg. Co. to change operating assignment of KFMJ Tulsa, from 1050 kc, 1 kw daytime, to 970 kc, 500 w, 1 kw-LS, DA-2, unlimited.

Renewal of Licenses

The following stations were granted license renewals for period ending Feb. 1, 1950: WNBH WDAK WGTM KOCY* WCBI KWFC KMYR KROC* KCRA* KBND KXRO WAIR WCMI WEIM WEMP WENT WFBG WFEB WFHR WGH WHAT WLAK WLBJ WMBO WMSA WNCA WSAJ WSAV WSTV WTAL WALL WBRE WEXL WKEY WLBC WLNH WMFF KCKN KFRE KFYO KHMO KRMD KUIN KVOL KWLM KWOC.

*Commissioner Durr for hearing.

KSAM Huntsville, Tex.—Granted renewal of license for the period ending Aug. 1, 1948.

WEW St. Louis—Granted renewal of license for the period ending Nov. 1, 1949.

WJXN Jackson, Miss.—Granted renewal of license for regular period.

Temporary Extension

Licenses for the following stations were extended upon temporary basis for period ending April 1, 1947:

KABC San Antonio, Tex.—Pending action on application for transfer of control of licensee corporation.

KELO Sioux Falls, S. D.—Pending consideration of information requested under Sec. 308(b) of Communications Act.

KXOX Sweetwater, Tex.—Same.

WEDC Chicago—Same.

WEOA Evansville, Ind.—Same.

WABY Albany, N. Y.—Pending action on mandate of U. S. Supreme Court re renewal of station WOKO.

WBLK Clarksburg, W. Va.—Pending action on renewal of WCHS, and completion of assignment of license of WBLK.

WEMP Milwaukee—Renewal application filed late.

WEPM Martinsburg, W. Va.—Same.

WING Dayton, Ohio—Pending action on applications for licenses to cover CPs.

WNOE New Orleans—Pending further consideration of applicant's qualifications.

WOV New York—Pending outcome of litigation involving transfer of control of licensee corporation.

WMLT Dublin, Ga.—Renewal application filed late.

WPAR Parkersburg, W. Va.—Pending completion of transfer of control.

BY THE COMMISSION

AM—970 kc

WWSW Pittsburgh—Announced final decision to grant application change operating assignment from 1490 kc to 970 kc, increase 250 w to 5 kw, unlimited, using directional day and night; condition.

AM—970 kc

WICA Ashtabula, Ohio—Same, for change from daytime only with 1 kw, to fulltime on 970 kc with 1 kw night 5 kw day using directional night; condition.

AM—970 kc

WEBR Buffalo—Same, for change from 1340 kc to 970 kc, increase 250 w to 5 kw unlimited, directional day and night; condition.

AM—970 kc

WSVA Harrisonburg, Va.—Denied application to change from 550 kc daytime with 1 kw to 970 kc with 5 kw day and night, directional night.

Oral Argument

WGCM Bcstg. Co. and WLOX Bcstg. Co., Biloxi, Miss.—Designated for oral argument Feb. 12 in Washington the exceptions filed to proposed decision on applications involving both. Also set for oral argument same day is petition of WLOX Broadcasting for leave to amend its application to include additional officers, directors and stockholders.

AM—1400 kc

Green Bay Bcstg. Co., Green Bay, Wis.—Announced final decision to grant application for new station 1400 kc 250 w unlimited.

AM—810 kc

Green Bay Newspaper Co., Green Bay, Wis.—Granted petition for leave to amend application for new station so as to specify 810 kc 1 kw daytime instead of 1400 kc 250 w unlimited; amendment accepted. Commission on own motion removed application from hearing docket. Denied request of petition to grant without hearing.

Jan. 24 Applications . . .

ACCEPTED FOR FILING

TV Completion Date

WTVW Washington—Modification of CP which authorized new commercial television station, for extension of completion date.

TV Completion Date

WRTB Waltham, Mass.—Modification of CP which authorized new commercial television station, for extension of commencement and completion dates.

AM—910 kc

Valdosta Bcstg. Co., Valdosta, Ga.—CP for new standard station on 950 kc, 1 kw night, 5 kw day, DA and unlimited operation—AMENDED: to change frequency from 950 to 910 kc, change power from 1 kw night, 5 kw day to 5 kw day and night, changes in DA for night use only and change transmitter location.

FM—Unassigned

Plains Radio Bcstg. Co., Lubbock, Tex.—CP for new (Class B) FM station to be operated on frequency to be assigned by FCC, effective radiated power of 13 kw and height above average terrain 268 feet—AMENDED: to make changes in antenna system.

TV Completion Date

KSTP-TV St. Paul, Minn.—Modification of CP which authorized new commercial television station, for extension of commencement and completion date.

Application Dismissed:

AM—1340 kc

WROD Daytona Beach, Fla.—Modification of CP which authorized a new standard station, for extension of commencement date. Dismissed Jan. 21, 1947—unnecessary, CP not issued.

Applications Tendered for Filing:

AM—840 kc

W. A. Smith, Plant City, Fla.—CP for new standard station 840 kc, 250 w and daytime.

AM—1210 kc

County Bcstg. Co., Oxnard, Calif.—CP for new standard station 1210 kc, 1 kw and daytime.

Jan. 27 Decisions . . .

BY COMMISSIONER WALKER

Mercer Bcstg. Co., Princeton, W. Va.—Granted petition requesting continuance of consolidated hearing on its application and that of Mountain Bcstg. Service, presently scheduled for Jan. 27, and continued same to Feb. 13 at Princeton, W. Va.

Belleville News-Democrat, Belleville, Ill.—Granted petition for waiver of rules and accepted petitioner's written appearance in re application.

Patroon Bcstg. Co., Albany, N. Y.—Granted petition for leave to amend its application so as to show slightly modified antenna pattern.

Messenger Publishing Co., Athens, Ohio—Granted petition requesting dismissal without prejudice of its application.

WSBC Chicago, Ill.—Granted petition for waiver of rules and accepted petitioner's written appearance as intervener in re application of KVN Co., Benton Harbor, Mich.

Regents of the University System of Ga., Atlanta, Ga.—Granted petition for leave to amend its FM application so as to supply program analysis, etc., and the amendment was accepted.

Booth Radio Stations, Saginaw, Mich.—Granted petition for leave to amend its application so as to show revised directional antenna array, etc.

Loys Marsden Hawley, Bennettsville, S. C.—Granted petition for waiver of rules and accepted written appearance in re application.

Sioux Falls Broadcast Assn., Sioux Falls, S. D.—Granted petition for leave to take depositions in the hearing upon its application.

Alvin E. Nelson Inc., San Francisco—Granted petition to dismiss without prejudice its application.

Home News Pub. Co., New Brunswick, N. J.—Granted petition for leave to amend application so as to specify 1160 kc with 250 w, instead of 1510 kc, with 1 kw, etc.; amendment was accepted and application removed from the hearing docket.

Perth Amboy Bcstg. Co., Perth Amboy, N. J.—The Commission on its own

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KWKH Shreveport, La.
WCPO Cincinnati, Ohio
WORD Spartanburg, S. C.
WTJS Jackson, Tenn.
WNOX Knoxville, Tenn.
WMC Memphis, Tenn.
KRIC Beaumont, Texas
KWBU Corpus Christi, Texas
KRLD Dallas, Texas
WCHS Charleston, W. Va.
WBLK Clarksburg, W. Va.
WSAZ Huntington, W. Va.
WPAR Parkersburg, W. Va.

Hat Trimming

SEVEN-FOOT radio antenna now adorns the hat of the William Penn statue atop City Hall in Philadelphia. The antenna, whose tip is 591 feet above the ground, was mounted on the crown of Mr. Penn's hat by the Philadelphia Police Department as a part of the city's new $165,000 radio-telephone system for police patrol cars. New system will make it possible for a radio dispatcher to converse simultaneously with any number of the 300 cars being equipped with the system.

motion ordered application removed from hearing docket.

Monona Bcstg. Co., Madison, Wis.—Dismissed as moot petition requesting leave to amend its application so as to specify modified directional array.

WDEL Wilmington, Del.—Granted petition for continuance of hearing upon its application for FM station, and said hearing was continued from Jan. 31 to Mar. 31 at Wilmington.

Paris Bcstg. Co., Paris, Tenn.—Granted petition for leave to dismiss without prejudice its application.

KXEL Waterloo, Iowa—Denied petition requesting that further one day hearing be held in Waterloo after conclusion of consolidated hearing scheduled for Feb. 17 in Washington, upon petitioner's request for continuation of exclusive nighttime assignment on 1540 kc, etc.

KYA San Francisco—Dismissed as moot the petition requesting enlargement of the issues in re its application, et al.

C. Thomas Patten, Oakland, Calif.—Granted petition for leave to amend application so as to specify 1010 kc instead of 1000 kc.

Booth Radio Stations, Kalamazoo, Mich.—Granted petition to dismiss without prejudice its application.

Booth Radio Stations, Kalamazoo, Mich.—Dismissed as moot petition requesting one-day continuance upon the consolidated proceeding in re application of Leonard A. Versluis, et al, presently scheduled for hearing Jan. 28 at Washington. Dismissed as moot petition requesting leave to amend its application so as to give revised information concerning its financial position, etc.

Joe V. Williams Jr., Chattanooga, Tenn.—Denied petition requesting deletion from issues in hearing upon its application issue on program plans.

Springfield Bcstg. Co., Springfield, Mass.—Granted in part petition requesting enlargement of issues in re its application for an FM station, et al, and notice of hearing in this consolidated proceeding was amended to include issue No. 5.

Skagit Bcstg. Co., Mount Vernon, Wash.—Granted petition to dismiss without prejudice application.

WBIZ Eau Claire, Wis.—Granted petition for continuance of consolidated hearing on its application presently scheduled for Jan. 30, and continued same to Feb. 17 at Washington.

Scotland Bcstg. Co., Laurinburg, N. C.—Granted petition requesting leave to amend its application so as to specify 1080 kc daytime instead of 1230 kc unlimited time. Amendment was accepted and on its own motion Commission removed application from hearing docket.

Colgren Bcstg. Co., Hudson, N. Y.—Granted request for continuance of hearing now scheduled for Feb. 10 on its application, and continued same to March 12 at Hudson, N. Y.

KNOE Monroe, La.—Denied petition requesting that the hearing upon the non-engineering aspects of his application be held in Monroe, La., instead of Washington.

Jan. 27 Decisions . . .

BY THE COMMISSION

AM—1400 kc

D. T. Manget, Evan W. Thomasson, James Thomasson and Ida A. Thomasson, Newnan, Ga.—Granted CP for new station 1400 kc, 250 w, unlimited; subject to condition that applicant will not begin operation on 1400 kc until WATL Atlanta has ceased to operate on said frequency in accordance with WATL's existing CP to change frequency from 1400 to 1380 kc, and subject to further condition that applicant will, within 60 days from date of this action, file application for modification of CP specifying transmitter site and an antenna system meeting requirements of the Commission's Standards.

Volunteer State Bcstg. Co., Nashville, Tenn.—Granted CP new station 1300 kc, 5 kw, unlimited, DA night.

BY COMMISSION EN BANC

License Extensions

WTEL Philadelphia—Granted extension of license for period of 60 days pending final action.

WAML Laurel, Miss.—Granted extension of license for period of 60 days pending consideration of information requested under Sec. 308(b) of the Act

Jan. 28 Decisions . . .

BY THE COMMISSION

Further Hearing

WJOL Joliet, Ill.—Directed that record in renewal hearing of WJOL be reopened and that further hearing be held on following issue: "To obtain detailed information regarding programs broadcast and to be broadcast by station WJOL dealing with horse racing and gambling, with particular reference to complaints of the Chief of Police and other citizens of Joliet."

AM—1230 kc

Parkersburg Bcstg. Co., Parkersburg, W. Va.—Adopted an order granting application for new station 1230 kc, 250 w, unlimited time; conditions; further ordered that petition for leave to amend said application and for other relief, filed by applicant Dec. 17, and motion to dismiss this petition filed Jan. 13, 1947, be dismissed.

Jan. 28 Applications . . .

ACCEPTED FOR FILING

AM—1170 kc

Louis Lasaponara, tr/as New City Bcstg. Co., Torrington, Conn.—CP for new standard station 1170 kc, 1 kw daytime.

AM—1440 kc

Roland A. Johnson and Thomas W. Johnson, a partnership d/b as Catonsville Bcstg. Co., Catonsville, Md.—CP for new standard station 1440 kc, 250 w daytime.

FM—98 mc

E. Anthony & Sons, West Yarmouth, Mass.—CP for new (class A) FM station on 98 mc, effective radiated power 1 kw and height above average terrain 160 feet.

FM—98 mc

Marvin Handleman and Howard P. Handleman, a partnership d/b as Worcester Bcstg. Co., Worcester, Mass.—CP for new (class B) FM station 98 mc, effective radiated power 20 kw and height above average terrain 500 feet.

AM—1310 kc

WCAP Asbury Park, N. J.—CP make changes in vertical antenna and mount FM antenna on top of AM tower.

FM—93.7 mc

Clark Assoc., Buffalo, N. Y.—CP for new (class B) FM station on channel 229, 93.7 mc, effective radiated power of 15.5 kw and antenna height above average terrain 552 feet.

AM—850 kc

WEEU Reading, Pa.—CP to change hours of operation from daytime to unlimited, install new transmitter and directional antenna for night use and change transmitter location—AMENDED: to modify directional antenna and change transmitter location.

FM—Unassigned

Donald W. Reynolds, Okmulgee, Okla.—CP for new (class A) FM station on frequency to be assigned by FCC, effective radiated power of 447 w and height above average terrain 133 feet.

AM—990 kc

KWEM West Memphis, Ark.—Modification of CP as modified, which authorized new standard station, for extension of completion date.

AM—1370 kc

WCOA Pensacola, Fla.—CP to increase power from 1 kw day and 500 w night to 5 kw day and night, install new transmitter and directional antenna for night use, and change transmitter location—AMENDED: re changes in directional antenna system.

FM—97.1 mc

International Bcstg. Corp., Shreveport, La.—CP for new (class B) station on channel 246, 97.1 mc, effective radiated power of 43.2 kw and antenna height above average terrain 387 feet.

AM—1390 kc

WCSC Charleston, S. C.—Modification of CP which authorized increase in power, installation of new transmitter and directional antenna for night use and change in transmitter location, to change type of transmitter and to change transmitter location.

FM—102.5 mc

Beaumont Bcstg. Corp., Beaumont, Tex.—CP for new (class B) FM station on channel 273, 102.5 mc, effective radiated power of 37.2 kw and antenna height above average terrain 308 feet.

AM—1000 kc

Coleman County Bcstg. Co., Coleman, Tex.—CP for new standard station 1000 kc, 250 w daytime—AMENDED: to change type of transmitter.

AM—1490 kc

Louis Thurmond Lulp Krueger, Lafayette Lionel Duckett, Charles Coppage Ingram, J. Edward Johnson and

(*Continued on page 68*)

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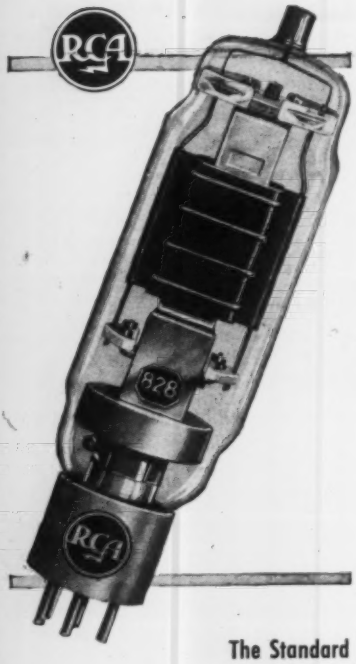

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RCA beam power tubes have made possible three important improvements in modern AM, FM, and Television broadcasting. That's why these RCA types are so extensively used.

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THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

FCC Actions

(Continued from page 67)

Applications Cont.:

Ross Bohannon, a partnership d/b as Wharton County Bcstg. Co., El Campo, Tex.—CP for new standard station 1490 kc, 250 w unlimited.

AM—1560 kc

Hill County Bcstg. Co., Hillsboro, Tex.—CP for new standard station 1560 kc, 250 w daytime—AMENDED: to change type transmitter.

AM—1010 kc

W. L. Pennington and M. S. Hagler, a partnership d/b as Falls County Public Service, Marlin, Tex.—CP for new standard station 1010 kc, 250 w daytime.

FM—Unassigned

Gale Bcstg. Co., Oak Park, Ill.—CP for new (class A) FM station, frequency to be assigned by FCC, effective radiated power 730.9 w and height above average terrain 250 feet.

AM—640 kc

WOI Ames, Iowa—Special service authorization to operate from 6 a.m. to local sunrise (CST), on 640 kc, 1 kw, for period ending no later than Nov. 1, 1949.

AM—1490 kc

WOSH Oshkosh, Wis.—CP install new vertical antenna and mount FM antenna on top of AM tower.

AM—1110 kc

Stanley S. Beaubaire, Oroville, Calif.—CP for new standard station 1110 kc, 1 kw daytime.

AM—1210 kc

Ventura County Bcstg. Co., Oxnard, Calif.—CP for new standard station 1210 kc, 1 kw daytime. Resubmitted and amended to specify transmitter and studio locations.

AM—1060 kc

KROY Sacramento, Calif.—CP change frequency from 1240 to 1060 kc, increase power from 250 w to 5 kw, install new transmitter and directional antenna for night use and change transmitter location—AMENDED: to change power from 5 kw to 10 kw, using directional antenna at night, change type transmitter and make changes in directional antenna system.

AM—1110 kc

Big Island Bcstg. Co., Hilo, T. H.—CP for new standard station 1110 kc, 1 kw unlimited.

AM—1380 kc

KHON Honolulu, T. H.—CP change frequency from 1400 to 1380 kc, increase power from 250 w to 5 kw and install new transmitter.

AM—1190 kc

Francisco Pereira Casillas, Frederico Virella, Hector Pereira Buonomo and Pedro Luis Jimenez, a partnership d/b as Borinquen Bcstg. Co., Caguas, P. R.—CP new standard station 1190 kc, 250 w unlimited.

AM—680 kc

WAPA San Juan, P. R.—License to cover CP as modified, which authorized new standard station, and authority to determine operating power by direct measurement of antenna power.

AM—1120 kc

WBCC Bethesda, Md.—Modification of CP as modified, which authorized new standard station, to change type of transmitter and to specify studio location.

AM—1000 kc

The Four States Bcstg. Co., Hagerstown, Md.—CP for new standard station 1000 kc, 1 kw daytime.

AM—940 kc

Neal W. Welch, North Adams, Mass.—CP for new standard station 940 kc, 1 kw daytime.

AM—1230 kc

Herbert B. Clark, Robert Hardman and James Gordon Keywoth, a partnership d/b as Northern Berkshire Bcstg. Co., North Adams, Mass.—CP for new standard station 1230 kc, 250 w unlimited.

AM—1120 kc

Paul E. Higgins, Edward T. Dillon and Harwood Burritt, a partnership d/b as Northampton Bcstg. Co., Northampton, Mass.—CP for new standard station 1120 kc, 250 w daytime.

AM—1460 kc

WOKO Albany, N. Y.—CP increase power from 500 w night, 1 kw day to 5 kw day and night, install new transmitter and directional antenna for day and night use and change transmitter location.

AM—1080 kc

John J. Laux, Niagara Falls, N. Y.—CP for new standard station 1080 kc, 1 kw daytime.

AM—1290 kc

Community Bcstg. Service Co., Providence, R. I.—CP for new standard station 1290 kc, 500 w daytime—AMENDED: to change type transmitter.

AM—1040 kc

South Central Kentucky Bcstg. Co., Campbellsville, Ky.—CP for new standard station 1040 kc, 1 kw daytime.

AM—900 kc

WKYW Louisville, Ky.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM—800 kc

WKYB Paducah, Ky.—CP to mount FM antenna on top of AM tower.

AM—1240 kc

Washtenaw Bcstg. Co., Lansing, Mich.—CP for new standard station 1240 kc, 250 w unlimited. (Request facilities of WJIM Lansing, Mich.)

AM—1240 kc

WHIZ Zanesville, Ohio—Voluntary assignment of license to Southeastern Ohio Bcstg. System.

AM—940 kc

Monongahela Valley Bcstg. Corp., Charleroi, Pa.—CP for new standard station 940 kc, 250 w daytime.

AM—1370 kc

Charles M. Meredith, Silverdale, Pa.—CP for new standard station 1370 kc, 1 kw daytime.

AM—1340 kc

Ledger Publishing Co., Lakeland, Fla.—CP for new standard station 1340 kc, 250 w unlimited.

TV—66-72 mc

Southern Radio and Television Equipment Co., Miami, Fla.—CP for new commercial television station to be operated on channel 4, 66-72 mc, power: aural 250 w, visual 500 w (peak).

AM—1230 kc

WTNT Augusta, Ga.—License to cover CP as modified, which authorized new standard station, and authority to determine operating power by direct measurement of antenna power.

AM—1340 kc

WBBQ Augusta, Ga.—License to cover CP as modified, which authorized new standard station, and authority to determine operating power by direct measurement of antenna power.

AM—1080 kc

Robert W. Rounsaville, Buckhead, Ga.—CP for new standard station 1080 kc, 1 kw daytime.

AM—1490 kc

Charles J. Saunders, tr/as Biloxi Bcstg. Co., Biloxi, Miss.—CP for new standard station 1490 kc, 250 w unlimited.

AM—1110 kc

WBT Charlotte, N. C.—Modification of license to change corporate name from Southeastern Bcstg. Co. to Jefferson Standard Bcstg. Co.

AM—870 kc

WGTL Kannapolis, N. C.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter and for approval of transmitter and studio locations.

AM—1400 kc

WSIC Statesville, N. C.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter and for approval of transmitter location.

AM—1140 kc

KLPR Oklahoma City—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM—1050 kc

KFMJ Tulsa, Okla.—CP install new transmitter.

AM—730 kc

WCBP Charleston, S. C.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM—1450 kc

WGNS Murfreesboro, Tenn.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—590 kc

KTBC Austin, Tex.—License to cover CP which authorized installation of old main transmitter to be used for auxiliary purposes only, with 1 kw employing directional antenna for night use.

AM—1450 kc

John S. Hain, George D. Reeves, M.D., A. T. Deere and Ross K. Prescott, a partnership d/b as Brazoria County Bcstg. Co., Freeport, Tex.—CP for new standard station 1450 kc, 250 w unlimited.

AM—1420 kc

KGBS Harlingen, Tex.—Modification of CP as modified, which authorized an installation of new vertical antenna with FM antenna mounted on top, for extension of completion date.

AM—1420 kc

H. Miller Ainsworth, A. G. Ainsworth, J. Edward Johnson and Ross Bohannon, a partnership d/b as Tri-County Bcstg. Co., Luling, Tex.—CP for new standard station 1420 kc, 1 kw, directional antenna night, unlimited.

AM—860 kc

KSFA Nacogdoches, Tex.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to change studio location.

AM—1400 kc

WDWS Champaign, Ill.—CP to install new vertical antenna and mount FM antenna on top of AM tower.

FM—91.9 mc

The Trustees of Indiana University, Bloomington, Ind.—CP for new noncommercial educational station to be operated on 42900 kc, emission A3-FM (special for FM) 10 kw—AMENDED: to change frequency from 42900 kc to channel 220, 91.9 mc, change emission from A3-FM to A3, change transmitter site, specify type of transmitter and antenna system.

FM—91.7 mc

KSUI Iowa City, Iowa—Modification of CP as modified, which authorized new noncommercial educational station, for extension of completion date only.

AM—860 kc

KWPC Muscatine, Iowa—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1240 kc

KIUL Garden City, Kan.—License to cover CP which authorized installation of a new transmitter.

AM—700 kc

KYDS St. Paul, Minn.—Modification of CP which authorized new standard station, for approval of antenna, for approval of transmitter location and to specify studio location.

AM—1450 kc

KSGM Ste. Genevieve, Mo.—Modification of CP which authorized new standard station, for approval of antenna and transmitter location.

AM—1380 kc

Beloit Broadcasters, Beloit, Wis.—CP for new standard station 1380 kc, 1 kw daytime.

AM—1570 kc

Clarence L. Graff and Clifford G. Graff, a partnership d/b as Central State Bcstg., Clintonville, Wis.—CP for new standard station 1570 kc, 250 w unlimited.

AM—710 kc

WDSM Superior, Wis.—CP change frequency from 1230 to 710 kc, change power from 250 w to 5 kw, install new transmitter and directional antenna for day and night use and change transmitter and studio locations.

AM—1450 kc

KPSC Phoenix, Ariz.—Modification of CP as modified, which authorized new standard station, to make changes in

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vertical antenna and change transmitter location.

AM—1450 kc

KOPO Tucson, Ariz.—Modification of CP as modified, which authorized new standard station, to change type of transmitter.

TV—66-72 mc

KCPR San Francisco—Modification of CP as modified, which authorized new commercial television station, to change frequency from channel 11, 198-204 mc to channel 4, 66-72 mc.

AM—1400 kc

KCOY Santa Maria, Calif.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

KIFI Idaho Falls, Ida.—License to cover CP which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

AM—1490 kc

KBOW Butte, Mont.—Modification of CP as modified, which authorized new standard station, to make changes in vertical antenna.

Relay Station

Albuquerque Bcstg. Co., area of Albuquerque, N. M.—CP for new remote pickup station to be operated on 1622, 2058, 2150 and 2790 kc, 100 w and emission: A3.

AM—1340 kc

KRSM Roswell, N. M.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location—AMENDED: to change studio location.

AM—1490 kc

KOCO Salem, Ore.—Modification of CP which authorized new standard station, for approval of antenna and for approval of transmitter and studio locations.

Completion Date

KDYL-TV Salt Lake City—Modification of CP which authorized new commercial television station, for extension of completion date only.

AM—1230 kc

KFIO Spokane, Wash.—Relinquishment of control of licensee corporation by Arthur L. Smith through increase of capital stock to 300,000 shares.

Applications Tendered for Filing:

AM—1390 kc

WFMJ Youngstown, Ohio—Modification of CP to make changes in directional antenna for night use and install FM antenna on top of directional antenna tower and change type of transmitter.

AM—1150 kc

News-Journal Corp., Daytona Beach, Fla.—CP for new standard station 1150 kc, 1 kw daytime.

AM—1240 kc

Phillip G. Back, Shreveport, La.—CP for new standard station 1240 kc, 250 w unlimited.

AM—1490 kc

Paul B. Lingenfelter, Clinton, Okla.—CP for new standard station 1490 kc, 250 w unlimited.

AM—1360 kc

Theodore A. Lanes and Roland Wallem, d/b as DeKalb Radio Studios, DeKalb, Ill.—CP for new standard station 1360 kc, 250 w daytime.

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UNITED PRESS

AM—640 kc

WOI Ames, Iowa—Request for extension of special service authorization to operate additional time with power of 1 kw, from 6 a.m. to local sunrise daily, period ending in no event, later than 11-1-49.

AM—1230 kc

KGEK Sterling, Col.—CP to change from specified hours to daytime.

AM—1270 kc

WDUK Durham, N. C.—CP change frequency from 1310 to 1270 kc, hours of operation from daytime to unlimited, using 500 w night and 1 kw day.

AM—1450 kc

Ralph Morgali, d/b as The Voice of Nevada's Capital, Carson City, Nev.—CP for new standard station 1450 kc, 250 w unlimited.

Jan. 29 Decisions . . .

BY THE SECRETARY

KTHT Houston, Tex.—Granted CP to install auxiliary transmitter at present site of main transmitter, to be operated on 1230 kc, 250 w.

WILS Lansing, Mich.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, for approval of transmitter location and specify studio location.

WATZ Alpena Township, Mich.—Granted license to cover CP which authorized new station on 1450 kc, 250 w, unlimited time; conditions.

WGH Newport News, Va.—Granted CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

WDLB Marshfield, Wis.—Granted modification of CP which authorized new station, to install new vertical antenna, mount FM antenna on top of AM tower, and to change studio location.

Warner Bros. Bcstg. Corp., area of Hollywood—Granted CP for new remote pickup station. Subject to change in accordance with proceedings in Docket 6651.

J. E. Rodman, area of Central, Calif.—Same.

KTRH Bcstg. Co., area of Houston, Tex.—Same.

KMPC Mobile, area of Los Angeles—Same.

Frontier Bcstg. Co., Cheyenne, Wyo.—Same.

KFBL, area of Cheyenne, Wyo.—Granted modification of license to change frequencies in remote pickup station and increase power.

KCGJ area of Santa Barbara, Calif.—Granted license to cover CP which authorized remote pickup station.

KCGI area of Santa Barbara, Calif.—Same.

WBPC Atlanta, Ga.—Granted modification of remote pickup station license to change corporate name to Board of Regents of the University System of Georgia for and on behalf of Georgia School of Technology.

WFNS Burlington, N. C.—Granted modification of CP to change type of transmitter.

WICY Malone, N. Y.—Granted license to cover CP which authorized new station, 1490 kc, 250 w, unlimited time.

WIS Columbia, S. C.—Granted CP to install new transmitter.

WRNO Orangeburg, S. C.—Granted license to cover CP which authorized new station, 1450 kc, 250 w, unlimited.

WALT Tampa, Fla.—Granted license to cover CP which authorized new station, 1110 kc, 1 kw, daytime; conditions.

WBET Brockton, Mass.—Granted license to cover CP which authorized new station, 990 kc, 250 w, daytime; conditions.

WFIL Philadelphia—Granted modification of CP, for extension of commencement and completion dates to 1-24-47 and 5-24-47, respectively.

W9XAY Milwaukee—Granted modification of CP which authorized new experimental television station, for extension of completion date to 8-20-47.

KERS Elko, Nev.—Granted modification of CP which authorized new station, for approval of antenna, approval of transmitter location and to specify studio location; conditions.

WBRY Waterbury, Conn.—Granted modification of CP, for extension of completion date to 3-13-47.

WNBW Washington—Granted modification of CP which authorized new commercial television station, to change visual effective radiated power to 20.8 kw, change type of transmitter, make changes in antenna system, and for extension of commencement and completion dates to 30 days after grant and 90 days thereafter, respectively.

Carl E. Haymond, area of Tacoma, Wash.—Granted CP for new remote pickup broadcast station.

WRGB New Scotland, N. Y.—Granted CP to install new aural and visual transmitters and make change in antenna system.

KWWB Walla Walla, Wash.—Granted license to cover CP which authorized new station, 1490 kc, 250 w, unlimited time; conditions.

WKBB Dubuque, Iowa—Granted CP to install new vertical antenna and mount FM antenna on top of FM tower.

WWXL Peoria, Ill.—Granted modification of CP which authorized new station, to make changes in antenna and to change type of transmitter.

WLCS Baton Rouge, La.—Granted license to cover CP which authorized new station, 1400 kc, 250 w, unlimited; conditions.

WMRP Flint, Mich.—Granted license to cover CP which authorized new station to operate on 1510 kc, 250 w, day; conditions.

WASL Annapolis, Md.—Granted modification of CP which authorized new station, to change studio location.

WJHP Jacksonville, Fla.—Granted modification of CP for extension of completion date to 3-5-47.

WOBT Rhinelander, Wis.—Granted modification of CP which authorized new station, for approval of antenna and to change studio location.

WINS New York—Granted modification of CP, for extension of completion date to 3-25-47; conditions.

WJJM Lewisburg, Tenn.—Granted modification of CP which authorized new station, for extension of completion date to 4-10-47.

WSIR Winter Haven, Fla.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, and for approval of transmitter location.

KWHN Fort Smith, Ark.—Granted modification of CP which authorized new station, for extension of completion date to 5-2-47.

KGRI Henderson, Tex.—Granted modification of CP which authorized new station, to change type of transmitter.

Jan. 29 Applications . . .

ACCEPTED FOR FILING

AM—1240 kc

WSPR Springfield, Mass.—Modification of CP as modified, which authorized increase in power and change in DA, for extension of completion date.

AM—1450 kc

WELM Elmira, N. Y.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

FM—99.9 mc

Community Bcstg. Co., Toledo, Ohio—CP for new metropolitan FM station to be operated on channel 260, 99.9 mc.—AMENDED: to change type of transmitter, ERP from 99.6 kw to 20 kw, officers; and make changes in antenna system.

AM—1490 kc

WTWS Clarfield, Pa.—Modification of CP, as modified, which authorized new standard station, to make change in vertical antenna and move transmitter 150 feet (same description).

AM—1490 kc

WBUD Morrisville, Pa.—License to cover CP which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

AM—1000 kc

WSCR Scranton, Pa.—Modification of CP, which authorized new standard station, for approval of antenna, to change type of transmitter and for approval of transmitter location.

AM—580 kc

Crescent Broadcast Corp., Shenandoah, Pa.—CP for new standard station, 580 kc, power of 5 kw, DA and unlimited.—AMENDED: re changes in DA.

AM—1230 kc

Halifax Bcstg. Co., South Boston, Va.—CP for new standard station to be operated on 1230 kc, power of 250 w and unlimited.

AM—1400 kc

WCAW Charleston, W. Va.—License to cover CP, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

(*Continued on page 70*)

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WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

FCC Actions

(*Continued from page 69*)

Applications Cont.:

AM—1240 kc

Cecil W. Cupp tr/as Arkadelphia Bcstg. Co., Arkadelphia, Ark.—CP for new standard station, 1240 kc, 250 w, unlimited.

AM—950 kc

KFSA Fort Smith, Ark.—Modification of CP (as modified which authorized new standard station), to change hours of operation from daytime to unlimited, change power from 1 kw day to 1 kw day and night and install DA for night use.

AM—1400 kc

WJVB Jacksonville Beach, Fla.—CP to change frequency from 1010 kc to 1400 kc, change hours operation from daytime to unlimited and change power from 250 w day to 250 w day and night.

AM—1230 kc

Coastal Bcstg. Co., Lakeland, Fla.—CP for new standard station, 1400 kc, 250 w, unlimited.—AMENDED: to change frequency from 1400 to 1230 kc.

FM—91.9 mc

Technical High School, Dade County Board of Public Instruction, Miami, Fla.—CP for new noncommercial educational station, channel 220, 91.9 mc, 250 w, emission special for FM, unlimited.

AM—740 kc

WMBL near Morehead City, N. C.—Modification of CP which authorized new standard station, for approval of antenna, for approval of transmitter and studio locations.

AM—1230 kc

WMMT McMinnville, Tenn.—Modification of CP which authorized new standard station, to make changes in antenna, change type of transmitter and to change transmitter location.

AM—1440 kc

KFDA Amarillo, Tex.—CP to change frequency from 1230 to 1440 kc, increase power from 250 w day and night to 5 kw day and 1 kw night, install new transmitter and vertical antenna, and change transmitter location. (Facilities to be relinquished by KGMC).—AMENDED: to install DA for night use.

AM—1570 kc

WOKZ Alton, Ill.—Modification of CP which authorized new standard station, for approval of antenna, approval of transmitter location and to specify studio location.

AM—1450 kc

WASK Lafayette, Ind.—Modification of CP which authorized installation of new vertical antenna and change transmitter location to make changes in vertical antenna.

AM—1360 kc

Modesto Bcstg. Co., Modesto, Calif.—CP for new standard station, 1080 kc, 250 w, daytime.—AMENDED: to change frequency from 1080 to 1360 kc.

AM—1540 kc

Western Waves, Seattle, Wash.—CP for new standard station, 1540 kc, 50 kw, DA, unlimited.—AMENDED: to change transmitter location (same description).

License Renewals

Jamaica Radio Television Co., Jamaica, L. I., N. Y.—License renewal experimental television station W2XJT.

Allen B. Du Mont Labs., area of New York—Same for W2XUG.

Gus Zaharis, South Charleston, W. Va.—Same for W8XGZ.

The Moody Bible Institute, Chicago—License renewal of ST station W9XMB.

Applications Tendered for Filing:

AM—1550 kc

WLOA Braddock, Pa.—CP to increase power from 1 to 5 kw, hours of operation from daytime to unlimited, install new transmitter and DA for night use.

AM—1450 kc

Hanover Bcstg. Co., Hanover, Pa.—CP for new standard station, 1450 kc, 100 w, unlimited.

AM—1450 kc

WILK Wilkes-Barre, Pa.—Voluntary assignment of license to Wyoming Valley Bcstg. Co.

AM—1230 kc

Alachua County Bcstg. Co., Gainesville, Fla.—CP for new standard station, 1230 kc, 250 w, unlimited.

AM—680 kc

Radio Atlanta, Atlanta, Ga.—CP for new standard station, 680 kc, 1 kw, daytime.

AM—980 kc

Louie L. Morris, Hartwell, Ga.—CP for new standard station, 980 kc, 1 kw, daytime.

AM—1540 kc

KGBC Galveston, Tex.—Modification of CP change hours of operation from daytime to unlimited using 1 kw day and 250 w night, install DA for night use and change transmitter location.

AM—1240 kc

Harry Willard Linder, St. Cloud, Minn.—CP for new standard station, 1240 kc, 250 w, unlimited.

Jan. 30 Applications . . .

ACCEPTED FOR FILING

Developmental Station

W2XMJ New York—License to cover CP which authorized developmental station.

FM—Unassigned

KVN Co., Grand Rapids, Mich.—CP for new (class B) FM station, frequency to be assigned by FCC, ERP 254.1 kw.—AMENDED: to change name from Roy C. Kelley, Ray M. Veenstra and George S. Norcross, as partnership d/b as KVN Co. to Liberty Bcstg.

AM—1040 kc

LCB Inc., Lorain, Ohio—CP for new standard station, 1040 kc, 1 kw, daytime.—AMENDED: re directors and stockholders.

AM—1490 kc

Mountain Bcstg. Service, Princeton, W. Va.—CP for new standard station, 1490 kc, 250 w, unlimited.—AMENDED: to change name of applicant from Dewey J. Bailey, Harold P. Hunnicutt and Frank G. McKenzie a partnership d/b as Mountain Bcstg. Service to Mountain Bcstg. Service Inc.

Remote Pickup

WIJD area of Bristol, Tenn.—License to cover CP which authorized remote pickup station.

FM—Unassigned

Northwest Bcstg. Co., Fargo, N. D.—CP for new (metropolitan) FM station, frequency to be assigned by FCC.—AMENDED: to change stockholders.

FM—Completion Date

WHA-FM Madison, Wis.—Modification of CP, as modified, which authorized new noncommercial educational station for extension of completion date.

FM—Unassigned

WFHR-FM Wisconsin Rapids, Wis.—Modification of CP which authorized new FM station to change transmitter site, ERP to 1 kw, make changes in antenna system and change commencement and completion dates.—AMENDED: to change class of station from "A" to "B" ERP from 1 kw to 1.9 kw specify frequency as "to be assigned by FCC", antenna height above average terrain as 361 feet.

Remote Pickup

KINU area of Tacoma, Wash.—License to cover CP which authorized new remote pickup station.—AMENDED: to change frequencies to 1622, 2058, 2150, 2790 kc.

Applications Tendered for Filing:

AM—1540 kc

The Littleton Co., West Hartford, Conn.—CP for new standard station, 1540 kc, 250 w, and daytime.

AM—1240 kc

Cumberland Publishing Co., Pikeville, Ky.—CP for new standard station, 1240 kc, 250 w and unlimited.

AM—1400 kc

Northeast Georgia Bcstg. Co., Gainesville, Ga.—CP for new standard station, 1400 kc, 250 w and unlimited.

AM—1400 kc

Sikeston Community Bcstg. Co., Sikeston, Mo.—CP for new standard station, 1400 kc, 250 w and unlimited. (Facilities of KFVS, if and when KFVS is granted change in frequency.

AM—900 kc

George Basil Anderson, Columbus, Neb.—CP for new standard station, 900 kc, 1 kw and daytime.

Gets Finch Rights

AUTOMATIC ELECTRIC Co., Chicago, under terms of a contract signed with Finch Telecommunications in New York last week acquired rights to manufacture and sell or lease Finch facsimile equipment. W. J. Caverley, president of Automatic Electric, said that acquisition of Finch facsimile rights is in line with the program of the telephone industry to expand its facilities to embrace various supplementary types of communication.

NLRB Intervention Requested by RWG

Union Wants Networks to Deal With It for Freelancers

NATIONAL LABOR Relations Board intervention was sought last week by the Radio Writers Guild in an effort to force an opening of negotiations with the networks for sustaining freelance writers.

The networks have not as yet agreed to negotiate with the Guild on behalf of such writers on the grounds that they are "independent contractors" and hence should be dealt with separately.

The Guild's request for NLRB entrance into the controversy was described as "protective" by Roy Langham, national executive secretary of RWG. He said that if the networks agreed to negotiate, the union would withdraw its request to the NLRB.

Preliminary Hearing

At present, however, a preliminary hearing has been scheduled for Monday at 10 a.m. in New York before Stanley Liebling, field examiner of NLRB.

Meanwhile the RWG committee proceeded with negotiations for the network staff dramatic and continuity writers. At a session last Tuesday in New York, the Guild and representatives of three networks (Mutual employs no staff writers) discussed counter-proposals to union demands and agreed to meet again on Feb. 7. It was understood that these negotiations may be consummated at that meeting. The Guild had originally demanded a 20% increase for staff writers. [BROADCASTING, Jan. 27].

The members of RWG's three locals, New York, Chicago, and Los Angeles, have voted to authorize the national negotiating committee "to call for a strike vote when it shall be deemed necessary."

Switches to Orr

ARTHUR P. LIVINGSTON, former vice president in charge of merchandising and research at Lennen & Mitchell, New York, has joined Robert W. Orr & Assoc., New York, in the same capacity.

NBC on 590 is a

WOW

for OMAHA Plus

WRITE, WIRE OR PHONE

JOHNNY GILLIN

OR JOHN BLAIR

FCC Sees Color

(*Continued from page 18*)

of the value of picture brightness which revealed little more than that Dr. Goldmark preferred less light than his critics.

David B. Smith, Philco vice president in charge of engineering, criticized the rounded glass on the color receivers which, while magnifying the images, gave off reflections of the room lights and windows that he found distracting. An extensive argument followed over viewing conditions.

Effect of Curved Glass

Mr. Roberts criticized the curved glass as causing distortion when the viewer is more than 30 degrees from a front-on view of the receiver and he further charged that whenever he shifted his eyes during the program the colors apparently broke up, stating that with a simultaneous electronic system this would not occur. Dr. Goldmark retorted, "You shake your head when you want to break up the color, but not when you want to see the program."

The third CBS demonstration illustrated switching from film to live programs and also from the direct broadcast to one which was fed through the AT&T coaxial cable to Washington and back before going on the air. The switches from live to film programs were made smoothly; the cable cut-ins and cut-outs showed on the screen as brief flashes.

The press tables, like most of the room, were too far away for changes in picture quality to be apparent but close observation of a test pattern originating from a detector tube showed the horizontal resolution reduced from about 325 lines on direct broadcast to slightly over 250 lines when the signal had gone through the cable. When the test pattern came from a slide in front of the camera the loss was greater. In response to Commission questioning as to the effect on black-and-white pictures, O. B. Hanson, NBC vice president and chief engineer, said that 245 lines was normal for cable transmission as against 325 lines for full band width on the air.

H. A. Appell, of AT&T, described the cable circuit, stating that at present it gives an effective video band of somewhat over 2.7 mc, with an overall band of about 3.1 mc, compared to 6 mc for black-and-white overall bands and 16 mc for the CBS color band overall.

Monday's session concluded with a showing of a table model color receiver developed by CBS, with a five-inch tube magnified to an apparent seven inches by the covering glass. A colored slide broadcast was received with good quality.

Tuesday Session

At the opening of the Tuesday session CBS was asked if it could demonstrate remote pickups of sporting events at Madison Square Garden and out-of-doors. Dr. Goldmark explained that the image orthicon color camera set-up is in the process of being transferred to a bus and that it will be about eight weeks before CBS can make such demonstrations. Asked if CBS has a model of a color pickup camera for out-of-studio use that could be put into production, Dr. Goldmark revealed that Remington-Rand has been asked to make such cameras and that the company feels it can proceed with production. The development stage is completed, he said, and any further changes will be minor ones.

Questioned by George P. Adair, FCC chief engineer, as to the possibility of reducing the amount of light needed for color pickups—presently six times that necessary for black-and-white pictures—Dr. Goldmark said that a three-tube method was proposed in 1940 or 1941 and several suggestions had been made by CBS engineers for a single tube, but that none of the suggestions had been put on paper. Tube development of this nature is not carried on by CBS, he said, adding that at a very low light level the human eye cannot distinguish colors, anyway. If toward the end of a football game the light got too low for full color pickups, CBS would switch to black-and-white for the remainder of the game, he said.

Before the first of Tuesday's demonstrations, which were designed to compare the CBS color reception with black-and-white on three Du Mont receivers, Dr. Du Mont made a statement terming the proposed CBS standards "totally inadequate." Pointing out that CBS has not increased the size of its color pictures from the 6x8-inch images it showed in 1940, he expressed the belief that this is the maximum possible with the sequential method. The scanning disc is the limiting factor, he said, pointing out that to get a 20-inch picture such as received on one of the Du Mont receivers would require a disc nearly five feet in diameter.

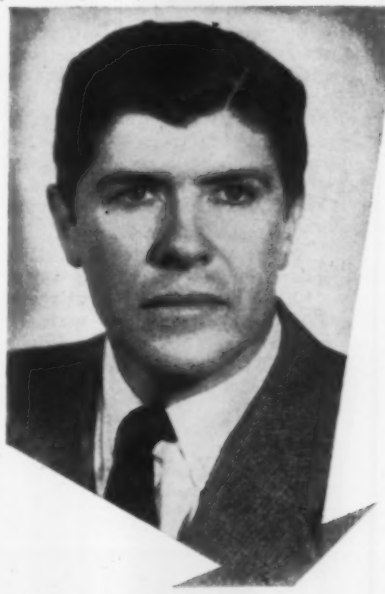
The three Du Mont receivers utilized a 12-inch, 15-inch and 20-inch tube, respectively. The set with the 12-inch tube was stationed beside the two color receivers giving the same size apparent images. Both of these had been equipped with awnings overnight to shield them from the room lights, but Chairman Denny ordered one of the awnings removed for better comparison.

For the first comparative test, Du Mont picked up a film about canoeing while CBS received a live studio pickup of Patti Painter. All the Du Mont black-and-white programs were broadcast by WNBT, NBC station, as WABD, the Du Mont station, is off the air while its new antenna is being installed. With room lights on and shades up the color pictures seemed faded in contrast to the much brighter black-and-white pictures, and the reflections from the curved glass of the unshaded color receiver were more noticeable when compared with the flat-faced Du Mont receiver tubes.

A better comparison was given in the next test, when the same picture, a travelogue, was shown on all receivers in black-and-white. The Du Mont pictures were broadcast from 35 mm film, the CBS

(*Continued on page 72*)

INSPECTING a receiver at the television hearings are (l to r): Allen B. Du Mont, president of Du Mont Labs; E. W. Engstrom, vice president in charge of research, RCA Labs; Peter C. Goldmark, CBS director of engineering research and development.



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FOR PROMOTION!

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We have actually counted

147

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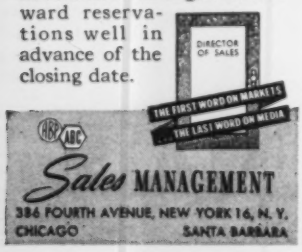
The 1947 *Survey* will be published May 10th and the closing date for reservations in the county and city sections is *March 10th*. Position will be assigned on a first-come, first-served basis; and advertisers are urged to forward reservations well in advance of the closing date.



FCC Sees Color

(*Continued from page 71*)

from 16 mm film, but otherwise they were identical. When the shades were closed and the lights turned out there was less contrast, but Dr. T. T. Goldsmith, Du Mont director of research, stated that the tint of the color sets did not match the whiteness of the black-and-white receivers.

Mr. Roberts said he could see more detail on the 12-inch black-and-white set than on the color sets. Adrian Murphy, CBS vice president, said he noticed a flicker on the 20-inch Du Mont receiver, which Dr. Du Mont said might have been due to too much brilliance which would cause a flicker at close range, adding that the set is equipped with a control so brightness could be turned down.

Cost of Receivers

Questions about prices elicited the information that the Du Mont set with the 12-inch tube, also including AM and FM reception, sells for $700, and the 20-inch Du Mont set, with AM, FM and a record changer, for $2495. Installation charges vary from $25 to $50. A Bendix spokesman said 50 sets were being built like the one used in the demonstration, which would go on sale at $1820 each.

During the noon recess the Du Mont 12-inch receiver was replaced by a set with a brighter tube with average highlight brightness of 450 footlamberts.

Commissioner Jett, about 10 feet from the 12-inch Du Mont set, complained of a flicker with the extreme brightness. Filters were placed in front of this set to reduce the brightness to 40 footlamberts, which Mr. Murphy said demonstrated the CBS claim of the importance of contrast over brightness.

To demonstrate the accurate color reproducton of its system, CBS displayed in the courtroom a colored scarf while its mate was televised in the studio and received on the color sets. This concluded the demonstrations.

RCA's Live Pickups

Live color pickups via the RCA simultaneous electronic method of video color broadcasting were given their first public showing Wednesday as a surprise addition to the RCA demonstration for the FCC. E. W. Engstrom, vice president in charge of research, RCA Labs., in charge of the demonstration, revealed that only the day before had the first live pickup been made and that it had been decided to show the process to the Commission despite its admitted crudity.

Showing took place at Penn's Neck Community Club, Princeton, N. J. Opening with a video newsreel broadcast in black-and-white on Channel 4 from WNBT New York, the program switched to color pictures of the Commissioners, taken Monday in New York, broadcast with 50 w at 520 mc by W2XNZ, RCA experimental station a half-mile away. The film faded out and a girl appeared on the screen to act as m.c. for the film program that followed.

Emphasizing that RCA was presenting a "laboratory type demonstration and not a finished show," Dr. Engstrom said the live pickup had been obtained by the flying spot technique, which he termed a laboratory device RCA is not proposing for general use. Process utilizes a cathode-ray tube as a flying spot scanner, with specially developed color cameras separating the color components of the pictures by means of an optical system and photoelectric cells into three color signals which are broadcast on individual channels, the same as in RCA's color film transmission [BROADCASTING, Nov. 4, 1946]. At the receiving end each signal is received on a three-inch kinescope, the three resulting images then being optically projected into a composite color picture appearing on the receiver screen.

Pictures were received in color on two-color projection receivers with screens about 15 x 20 inches and in black-and-white on two similar monochrome projection sets and on a direct viewing table model with a 10-inch screen. The color film transmission had noticeably improved since the fall demonstration, but not enough to satisfy the CBS observers, who after two days on the receiving end were happy to be in the critics' seats.

Mr. Murphy began by describing unevenness in the color.

Dr. Engstrom reiterated that

Murphy Says CBS Proved Claims

By ADRIAN MURPHY

CBS Vice President

AN EXAMINATION of the New York and Princeton color television record will, I believe, clearly show that, within the scope of the demonstrations conducted, CBS proved all the claims it made in Washington during the December sessions.

Among the points proved were:

1. It is feasible to send satisfactory color television pictures under the CBS proposed standards over long distances by coaxial cable.
2. Color fidelity under the CBS proposal is very high.
3. Fundamentally, contrast rather than brightness determines whether a television picture is satisfactory, and the high brightnesses recommended by those opposing CBS are not necessary.
4. Interest value of color is vastly superior to that of black and white.
5. Under the CBS proposed standards, small size sets, even smaller than the table-model black and white sets now on the market, are feasible.
6. CBS color television is functioning now at a far higher level of performance than was black and white television at the time it was commercialized.

The Princeton demonstrations showed that little if any progress has been made in overcoming the technical difficulties which CBS pointed out in Washington in the way of development of a successful simultaneous system.

Among such difficulties inherent in any simultaneous system are great unevenness of color rendition over the area of the screen, and serious lack of registration resulting in marked fuzziness. An additional defect demonstrated at Princeton was the appearance of bright yellow hallations in white objects.

In short, the Princeton demonstrations failed to give any assurance that the simultaneous system can ever be developed to a satisfactory level of performance for a mass audience.

The demonstrations and discussions, in New York and Princeton, also proved that the technical methods claimed by opponents of the CBS proposal as reasons for giving preference to the simultaneous system, can, when and if perfected, be employed effectively under the sequential standards which CBS has proposed.

"He's rehearsing for that WFDF Flint traffic safety program tonight."

COLOR VIDEO demonstrations "for the record" were presented before a capacity audience in a New York City court room last Monday as FCC resumed its hearings on the CBS petition for immediate allocation of the 480-920 mc band for commercial color operation. FCC Commissioners seated in background are (l to r) Rosel H. Hyde, Paul A. Walker, Chairman Charles R. Denny, Ray C. Wakefield, and E. K. Jett. Television receiving sets are seen at either end of the Commissioners' bench.

RCA was merely making a laboratory demonstration and Chairman Denny and Commissioner Jett both pointed out that unlike CBS, RCA has not proposed its system for immediate use but has stated it will not be ready for that for about four years. To further CBS criticism of the colors shown, Dr. Engstrom replied that RCA was operating without a color monitor at the transmitter.

Reporting that the RCA color program had been broadcast on a channel width of 14.5 mc, compared to 16 mc used by CBS, Dr. Engstrom described a process for separating the high frequencies of each color channel and mixing them while the lows are broadcast separately which he said might enable a further reduction in channel width to 12.5 mc.

He explained the use of an inexpensive converter by which the uhf color transmission was received in monochrome on the low band black-and-white sets, pointing out that this would enable the owners of today's receivers to go on using them after video broadcasting has moved to color in the upper frequencies, provided the RCA simultaneous method is employed. This could not be done if the sequential system is adopted, he stated. He added that a video broadcaster on the low black-and-white frequencies, by adding a uhf electronic simultaneous color transmitter, could use the signal of a single color camera to operate both transmitters.

Dr. Engstrom displayed a model of a new color receiver now under development which he said will be ready for test operation in a month or two. Providing a picture 8 x 10 inches with a brightness of 10 to 15 footlamberts, this set, he said, will compete with any other color set on price and will be lower than any using the sequential method of color reproduction.

Measurements of the brightness of the RCA color receivers were made. A flicker demonstration was presented by Mr. Smith, of Philco, consisting of slides shown under simulated broadcast conditions at frequencies of both 48 and 60 frames per second.

Mr. Smith unveiled a new black-and-white projection receiver which produced a picture much brighter than that of the RCA projection sets and was said to be four times

(*Continued on page 74*)

Attending N. Y. Video Hearing

FCC party attending television hearing included: Chairman Charles R. Denny, Commissioners Paul A. Walker, Ewell K. Jett, Ray Wakefield, Rosel H. Hyde; Harry M. Plotkin, Asst. General Counsel; George P. Adair, chief engineer; Curtis Plummer, chief of TV division; James Sheridan, accounting dept.; Earl Minderman, asst. to Chairman Denny; Lee Farran, asst. to director of information; Margaret Cureton, secretary to Mr. Plotkin.

CBS group at the hearings included: Frank Stanton, president, Joseph H. Ream, vice president and secretary; Lawrence W. Lowman, vice president in charge of television; Adrian Murphy, vice president; Earl H. Gammons, Washington, vice president; Howard Meighan, vice president in charge of station relations; William B. Lodge, director of general engineering; Peter C. Goldmark, director of engineering research and development; Donald Horton, manager, television audience research; Leonard Hole, assistant director, CBS television; Julius F. Brauner, general attorney; Kenneth Yourd, senior attorney; James Neu, Washington, attorney; Harold E. Traver, consulting attorney.

Du Mont executives included: Dr. Allen B. Du Mont, president; Leonard F. Cramer, executive vice president; Dr. Thomas T. Goldsmith, director of research; William A. Roberts, general counsel; Mortimer Loewi, assistant to the president.

RCA-NBC top personnel present included: Niles Trammell, NBC president; Dr. Robert Shelby, NBC technical development engineer; O. B. Hanson, NBC vice president and chief engineer; John F. Royal, NBC vice president in charge of television; Noran E. Kersta, manager, NBC television department; Dr. C. B. Jolliffe, executive vice president in charge RCA laboratories division; E. W. Engstrom, vice president in charge of research, RCA labs division; Charles Detmar Jr., RCA-NBC counsel.

Among other industry executives seen at the hearings were: Philip A. Caldwell, General Electric electronics dept.; John Koepf, Fort Industry Co.; Paul J. Larsen, SMPE and Johns Hopkins U.; Dr. George Towne, Stromberg-Carlson Co.; Pierre Mertz, Bell Labs.; Ralph Batcheller, New York field inspector, FCC; Paul Raibourne, Paramount Pictures and Television Productions; Dr. Albert Murray, Washington consulting engineer; B. Ray Cummings, Farnsworth Television & Radio Corp.; Heinz Kallmann, Telicon Corp.; Axel Jensen, M. E. Strieby, F. R. MacFarland, all of Bell Labs.; Theodore C. Streibert, president, WOR New York; J. R. Poppele, vice president, WOR, and president, TBA; Carl Meyers, WGN Chicago; Loren Ryder, president, SMPE; George Shupert, Television Productions, president, ATS; David B. Smith, vice president in charge of engineering, Philco Corp.; W. P. Hilliard, general manager, radio division, Bendix Aviation Corp.; Roger Clipp, general manager, WFIL Philadelphia; Don Fink, editor ELECTRONICS; Will Baltin, secretary-treasurer, TBA; F. J. Bingley, chief television engineer, Philco Corp.

WSLI
JACKSON
MISSISSIPPI
5000 WATTS
930 K. C.
A SELLING COMBINATION
WSLI, the "Double-Return" station, is coming up with complete day and night coverage of a booming market—the Jackson area in the heart of the "State of Opportunity."
AMERICAN BROADCASTING COMPANY
WEED & COMPANY
NATIONAL REPRESENTATIVES

KEEP ABREAST OF THE TIMES
WITH...

CLEVELAND'S Chief STATION
To keep your sales in an upward climb . . . to make your sales plan a modern vehicle with all the fleetness of the times . . . Let CLEVELAND'S CHIEF STATION through its knowledge of programming give power and propulsion to your advertising message.
BASIC ABC Network
CLEVELAND, O.
WJW
850 KC
5000 Watts
DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

FCC Sees Color

(*Continued from page 73*)

as bright as any other projection model. A program of studio and outdoor pickups, telecast by WNBT, was utilized. Pictures 15 x 20 inches were projected on a metallic mirrored surface inside the lid of the receiver, but Mr. Smith declined to disclose the technical details of the set until it is put on sale, expected about midsummer. Demonstration won enthusiastic applause.

The three-day demonstration-hearing concluded Wednesday evening with a long argument over plans of Philco, Du Mont and RCA to conduct field tests of CBS color this week.

WCIL Staff Complete

SELECTION of personnel for WCIL (1 kw, 1020 kc) Carbondale, Ill., on the air since Nov. 14, has been completed, Paul F. McRoy, station manager, announces. Staff members include Don Bordreau, program director; Robert Eaton, continuity-publicity director; Walter C. Schafer, former manager of WDZ Tuscola, sales director; Marion Sawyer, chief engineer; Orville Jackson, assistant engineer; Bill Mason, John Carey and Vick Andrews, announcers; Rosemary Moore, traffic director; Ethel Brooks, auditor, and Mrs. Hazel Trail, secretary.

Du Mont Sees Improvement Need

By ALLEN B. DU MONT

A SIX-YEAR, high pressure campaign by CBS to foist on the industry and the public an inherently defective system of color television draws to a conclusion.

Everyone wants color television and eventually we shall have it. But before the public will accept it, before manufacturers will make receiving sets, color television must have none of the shortcomings of the CBS sequential system.

The demonstration of CBS color at the FCC hearing with the lack of brilliance necessitating a darkened room; the very small screen which can not be increased; and the serious color breakup has made it obvious to everyone that higher standards for color television than those proposed by CBS are necessary. The CBS system is unscientific; it would set television back; it is sheer amateurishness.

The hearing conducted by the FCC in examining all the various factors involved in setting standards has been marked by fairness and patience, for which we are all very appreciative.

Schofield to KYW

ARTHUR C. SCHOFIELD has been named advertising and sales promotion manager of KYW Philadelphia to succeed William Y. L. Rambo, resigned, it was announced last week by Robert E. White, general manager of the Westinghouse station. Former advertising and promotion director of WFIL that city, Mr. Schofield more recently has been conducting a special market survey for WTAG Worcester, Mass.

TV SALES POTENTIAL IS TO BE EXPLORED

SALES opportunities in commercial television will be explored by a special subcommittee of the NAB Sales Managers Executive Committee, which authorized the study at its Jan. 22-24 meeting in Washington [BROADCASTING, Jan. 27]. First meeting will be held later this month.

Chairman of the subcommittee is Eugene Thomas, WOR New York. Other members are James V. McConnell, NBC, and Arthur Hull Hayes, WCBS New York. Two more members will be appointed. The subcommittee will cooperate with broadcasters, agencies and advertisers in promoting use of the visual medium and working out problems involved in programming and sponsorship.

Another subcommittee named at the SMEC meeting will deal with agency billing practices and prepare recommendations for submission to the AAAA. Members are: Ray Baker, KOMO Seattle, chairman; Joseph Weed, Weed & Co.; J. Robert Gulick, WGAL Lancaster, Pa.

Third subcommittee named by SMEC will work with National Retail Dry Goods Assn. and other retail groups, stations and trade publications on problems of common interest. Chairman is William Murdock, WOL Washington, who will name other members to serve on the subcommittee.

CRCA Elects

ROBERT F. HURLEIGH, WGN Chicago news director, has been elected president of the Chicago Radio Correspondents Assn. to succeed William Ray, NBC news and special events director, who was elected director of the board. Other members of the board include Julian Bentley, WLS Chicago; James Hurlbut, WBBM Chicago; Charles Ahrens, UP radio editor, and Baskette Moss, WEAU-FM Eau Claire, Wis.

WBAL Rival Insists On Feb. 24 Hearing

Pearson-Allen Group Asks FCC To Deny Postponement Plea

PUBLIC SERVICE Radio Corp., the Drew Pearson-Robert S. Allen applicant for WBAL Baltimore's clear channel facilities, asked FCC last week to disregard WBAL's petition for postponement of the Feb. 24 hearing pending a correction of Blue Book references to past operations of the Baltimore station.

"The series of petitions which Hearst Radio Inc. [WBAL licensee] has filed seeks to avoid and delay a public hearing on the merits of its application, and the instant petition is repetitious and dilatory in character," Messrs. Pearson & Allen declared in a "statement" on the WBAL petition [BROADCASTING, Jan. 27]. The statement was filed with FCC last Tuesday.

To WBAL's contentions that the Blue Book contained "false, distorted and misleading" references to WBAL, the statement replied that Public Service Radio Corp. "has no knowledge of the truth or falsity" of the claims and "does not believe it either necessary or proper to reply to any of the charges" made by WBAL against the Commission.

The statement denied that Messrs. Pearson and Allen's failure to answer the WBAL charges means, as WBAL argued, that "the facts must be taken as conceded." The statement said "no specific answer was made to the previous petition or the instant one, because neither rises to the dignity of requiring an answer."

Elder to Speak

ROBERT F. ELDER, vice president in charge of consumer research of Lever Bros. Co., one of radio's largest users with billings of about $5,000,000 in 1946, will speak on "The Client Looks at Radio—1947" at Thursday (Feb. 6) luncheon meeting of the Radio Executives Club of New York at the Hotel Roosevelt.

TIDE *is the Leader*

TIDE carries more pages of radio station and network advertising *than any other general advertising publication!*

And no wonder: TIDE for years was the *only* general advertising publication to carry a special department devoted to radio news. As a result, TIDE is read by a radio-conscious audience—an audience of executives who control or influence the spending of millions of dollars a year in radio time.

To get these important *buyers* interested in your facilities, advertise consistently in TIDE . . . the LEADER among general advertising publications in radio station and network advertising!

TIDE, *The Newsmagazine of Advertising, Marketing and Public Relations*

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IN CANADA

WINNIPEG

is a "MUST" buy

Men Who Know select

630 KC. CKRC 5KW.500

REPRESENTATIVE - WEED & CO.

AFRA

(Continued from page 17)

market reports, and sports, provided they are contracted to work 13 weeks or more. (Government employes are not included in this provision.)

3. At least once weekly on 15-minute programs, identifiable billing will be given at least two leading players, with same stipulation existing on programs lasting more than 15 minutes.

4. Audience participation shows will be excepted from the code, but producers agree not to abuse this right.

5. Name persons from other fields will be granted waivers for one radio appearance only, provided they give written guarantee that they have not previously appeared on the air.

6. AFRA has the right to reopen negotiations after the first year of the contract if the cost of living rises 10% or more.

7. AFRA artists on minimum rates will have the right to cancel their contracts at the end of any 26-week cycle upon giving prior written notice of 35 days.

8. Singers will get full rehearsal rate for audition; non-contract singers appearing on six or more consecutive programs are entitled to two weeks notice of discharge.

9. Certain categories of announcers on specified types of commercial programs will receive the same dollar increases as actors.

10. All artists, including those disputing over scale, will have the right to arbitrate any dispute between the producer and the artist.

* * *

Chicago Negotiations

AFRA negotiations with Chicago's Class B stations (WJJD WIND WAIT WGES WSBC WAAF WCFL) were opened Tuesday by Ray Jones, assistant to the national executive secretary.

While Mr. Jones declined to give details of union demands it was understood that at least a 20% increase in minimum wages for Class B announcers would be asked.

AFRA Scores

MAJOR TRANSCRIPTION companies last week signed a two-year contract with AFRA, providing general salary increases for performers on commercial transcribed shows. The new contract, which guarantees salary increases of approximately 20%, is retroactive to Nov. 1, 1946, and will continue through Oct. 31, 1948.

Basic salaries are now $63.50, with minimum fees ranging from $5 to $15 per program for free lance talent.

Mr. Jones said he hoped to have made "considerable" progress with the Class B group by Friday.

Meanwhile, the Chicago local of the American Federation of Musicians, conducting its own negotiations for wage hikes with the Class B stations has received a verbal commitment from Ralph Atlass, general manager of WIND, and Art Harre, general manager of WJJD, for an 18½% increase over present minimum wages of $75 a week for musicians and "librarians" usually assigned to selecting music or operating transcription turntables.

The Chicago AFM local said no information concerning the Class B contracts would be made public until James C. Petrillo returned from New York where he went to negotiate network contracts.

New Illinois FM Station Has 25 Program Sponsors

WHEN WEAW, first FM station in Evanston, Ill., went on the air on Feb. 1 it boasted 25 sponsors for its programs.

Edward A. Wheeler, 24-year-old ex-marine who owns and operates the station, reported unusual response from advertisers to its first published card rate. WEAW also will utilize the news and speech departments of nearby Northwestern University for much of its programming, Mr. Wheeler said.

Staff personnel includes Harry L. Hale, Jr., chief engineer; Miss Doris Mae Wacker, program director; Robert Bassindale, chief announcer; Robert Urban and William Butler, announcers.

Allen Appointed

GEORGE H. ALLEN, former managing director of the CAB and now with the New York *Herald Tribune*, has been appointed director of public relations for the American Marketing Assn. where he will serve as chairman of the advisory committee on public relations to consist of representatives from every local chapter throughout the U. S. and Canada. Mr. Allen recently was elected a national director of the association and was 1946 president of the AMA in New York.

WRNY ROCHESTER, N. Y. LAUNCHED ON 680 KC

WRNY Rochester, N. Y., owned and operated by the Monroe Broadcasting Co. Inc., went on the air Jan. 29 on 680 kc with 1 kw day, 500 w night and a dedicatory program [BROADCASTING, Jan. 6] was scheduled Feb. 2. The program, produced and directed by Harold Kolb, WRNY program chief, was to feature musical numbers, an AP documentary presentation, "This We Have Done," a talk by Lester W. Lindow, WRNY general manager, and transcribed greetings.

With the AM outlet already under way, officials of Monroe Broadcasting Co. hope to launch FM operation sometime in April, and Chief Engineer Felix Bonvouloir announced last week that the first unit of the GE frequency modulation transmitter to be used by WRNY-FM had arrived.

Officers and directors of the company, incorporated in October, 1945, are: George B. Kelly, president; Thomas N. Nagle, vice president; John L. Wehle, secretary; Robert G. Wehle, treasurer; Donald A. Dailey and Louis A. Wehle.

Add Penfield, formerly with WDNC Durham, N. C., WPTF Raleigh and WSB Atlanta, is news, sports and special events director of WRNY. The announcing staff includes: Paul Robinson, formerly of KOB Albuquerque and long active in Rochester radio; David Curtin, Rochester; Frank Jordan, formerly of WFBL Syracuse, and Robert King, formerly of CHML Hamilton, Ont.

Ed Cole, Bill Reynolds, Ed Menzner and Earl Zimmer comprise the technical staff.

Other personnel: Roy Merker, chief accountant; Arnold Cohn, Ray Gleichauf and Tom O'Neill, sales; Grace M. Adamsdale, secretary to the president and general manager; Estelle Scala, traffic; Anne G. Houlihan, continuity writer; Jill Thompson, music librarian; Mildred Curtin, receptionist-secretary.

Gets Class 2 CPs

THE STATE of Ohio last week was granted construction permits by the FCC for an experimental class 2 radio communications system for the state highway maintenance operation, to employ two land stations and one mobile station with 1,000 units. The land stations will be located near Ashtabula and Ravenna and will employ 150 w on 31.54 mc. The mobile station will use 75 w. The separate units will be used to provide communication with operators of snowplows and other highway maintenance vehicles, with development of a highway maintenance class of station in view.

FOR BLANKET COVERAGE IN IDAHO

KSEI
POCATELLO • IDAHO

COVERS THE WHOLE RANGE OF RADIO ACTIVITIES

Information

IN THIS ISSUE:

FACTS OF LIFE ABOUT FM SETS, by Milton Sleeper, contains down-to-earth information that will open the eyes of every station manager and his engineering staff.

INSURANCE FOR BROADCAST STATIONS presents the only analysis of this subject ever published.

TELEVISION HANDBOOK series, by Madison Cawein, explains principles, circuits, and use of transmitters, studio equipment, and receivers, for station managers and engineers.

Now in its 7th year, this Magazine is the "Complete and Authoritative Source of Information on Frequency Modulation and Television"..SUBSCRIBE TODAY!

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Coming
NEW ENGLAND'S
Best
Seller

Not a book . . . but a radio station with increased power! WLAW on 680 kc. is New England's BEST radio buy blanketing the vital market with 50,000 watts.

WLAW

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

BUSY THREE-DAY AGENDA confronted NAB's new Small Market Stations Executive Committee Jan. 29-31 at its first meeting in Washington. Present were (seated, l to r): Frank E. Pellegrin, J. Allen Brown, NAB; Wayne W. Cribb, KHMO Hannibal, Mo., chairman; Marshall Pengra, KRNR Roseburg, Ore.; Frank Mills, WDWS Champaign, Ill.; Simon Goldman, WJTN Jamestown, N. Y. Standing: Hugh Higgins, NAB; John F. Meagher, KYSM Mankato, Minn.; R. Sanford Guyer, WBTM Danville, Va.; Lofton L. Hendricks, KRRV Sherman, Tex.; Kenneth H. Baker, NAB; Michael Hanna, WHCU Ithaca, N. Y., board liaison member; Robert T. Mason, WMRN Marion, Ohio; A. E. Spokes, WJOY Burlington, Vt.; C. E. Arney Jr., NAB.

Small Market

(*Continued from page 18*)

of standard contract forms and standard rate cards by small stations.

Simon Goldman, WJTN Jamestown, N. Y., started a brisk discussion of religious programming with a review of his district survey [BROADCASTING, Jan. 6]. The survey showed a trend toward elimination of local religious commercial programs in the district.

Promoting Sponsorship

Small market stations are actively promoting sponsorship of public interest programs by utilities, banks and other prestige institutions, it was brought out by committee members. Smaller stations take the position they can do a better job with benefit of sponsorship.

NAB will conduct a study on the use of combination men in small stations, along with the need for such employes, the committee was told during discussion of this topic, an important one to this group of stations. Effect of the FCC's 91-D regulation was reviewed. Combination men are most used by stations with studios and transmitter under the same roof.

U. S. Employment Service claims it can furnish, at this time, from one to five first-class operator applicants anywhere in the United States, the committee was informed.

Richard P. Doherty, NAB director of employe-employer relations, reviewed trends in industry labor relations and described recently expanded work of his department.

Don Petty, NAB general counsel, discussed legal matters and business aspects of Federal regulation.

Hugh Higgins, assistant director of broadcast advertising, auditioned a typical program from the American Bankers Assn. disc series for cooperative sponsorship by local banks and urged stations to sell the program in their communities. He outlined NAB promotion work and told how NAB will participate in the radio-in-every-room drive of Radio Manufacturers Assn.

Kenneth H. Baker, NAB research director, presented an analysis showing that 62% of the 330 CPs granted last year were in the small market station category; as of Jan. 1 small market stations comprised 48% of the industry, compared to 43% a year ago. He urged stations to use NORC audience study.

Resolution was adopted endorsing BMB as a step in the right direction. Stations were advised to use the BMB data and report their experiences.

Use by Retailers

Keen interest was taken in a discussion of NAB steps to promote use of radio by retail advertisers. Lee Hart, NAB assistant director of broadcast advertising, urged stations to cooperate with stores in their use of the medium and pointed to the current signs of transition to a buyers' market.

Small stations are concerned over the influx of new stations, a majority of which are in their class, since retail advertising always has been their mainstay. It was agreed retail use of radio must be further developed, with the Joske report commended for its treatment of the subject.

Trend toward development and sale of programs by small stations was discussed. Better programming has brought increased revenues, it was pointed out.

Michael R. Hanna, WHCU Ithaca, N. Y., NAB board liaison on the committee, offered suggestions on broadcasting of educational programs and stressed the need of audience appeal in their presentation.

Work of the Small Market Stations Division, headed by J. Allen Brown, was reviewed. The Friday sessions concluded with discussion of FM and news clinics, followed by a luncheon for invited guests.

Committee members who attended, besides Chairman Cribb and Mr. Hanna, were: Marshall H. Pengra, KRNR Roseburg, Ore.; Robert T. Mason, WMRN Marion, O.; R. Sanford Guyer, WBTM Danville, Va.; A. E. Spokes, WJOY Burlington, Vt.; John F. Meagher, KYSM Mankato, Minn.; Mr. Goldman; Frank Mills, WDWS Champaign, Ill.; Lofton L. Hendricks, KRRV Sherman, Tex.

CFJX Antigonish, N. S., has gone on the air with a new 5 kw transmitter according to a report from the Radio Branch, Dept. of Transport, Ottawa.

THE NATION'S
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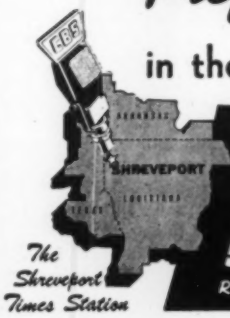
MERCHANDISE-ABLE
STATION

WLW
700 ON YOUR DIAL

Heard by most . . .
Preferred by most
in the BUYING Ark-La-Tex



KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.

The Shreveport Times Station

NAB Labor

(*Continued from page 20*)

panding the department's services, and for some time detailed studies have been made of union contracts and negotiations, along with development of complete files.

Activities Reviewed

At its meeting EERC reviewed activities and programs of the department during the past four months; considered additional services and studies to be conducted for the benefit of broadcasters; reviewed important labor trends in the industry. Members discussed the status of AFM and AFRA negotiations and were apprised of latest developments.

Attending the meeting were these committee members: John Elmer, WCBM Baltimore, chairman; F. W. Borton, WQAM Miami; William Fay, WHAM Rochester; Frank King, WMBR Jacksonville; Howard Lane, Field Enterprises; Harry R. LePoidevin, WRJN Racine, Wis.; C. L. McCarthy, KQW San Francisco; Carleton D. Smith, NBC-WRC Washington; Marshall Pengra, KRNR Roseburg, Ore.; Frank R. Smith, WWSW Pittsburgh; Robert Swezey, MBS New York; C. L. Thomas, KXOK St. Louis; Frank K. White, CBS New York. Mr. Borton is board liaison member. Attending for NAB were Mr. Doherty, Ivar H. Peterson and David J. Farber, of the employe relations department.

To Hear Biloxi Case

ORAL ARGUMENT on FCC's proposal to deny both applications in the Biloxi, Miss., 1490-kc case [BROADCASTING, Oct. 14] will be held Feb. 12 before the Commission-*en banc*. The applications, for new 250-w stations at Biloxi, are those of WGCM Gulfport, which was denied on duopoly grounds, and WLOX Broadcasting Co., which the Commission found to be "unqualified." The petition of WLOX for reorganization of its corporate structure [BROADCASTING, Jan. 20] also will be argued Feb. 12.

KFIO Would Increase Capital Stock From $5,000 to $250,000

PLANS to increase the capital stock of KFIO Spokane from $5,000 to $250,000 through the issuance of stock to 21 additional subscribers, reducing President Arthur L. Smith's ownership from 99%-plus to 26%, were reported to FCC last week for approval.

The additional stock has been subscribed, at $1 a share, but the subscriptions will not be called until KFIO's bid for higher power—5 kw on 790 kc—has been approved by the Commission, the application asserted. KFIO now operates on 1230 kc with 250 w.

Although Mr. Smith's stock interest would be reduced to 26%, no other stockholder would have more than 6%, under the subscription plan. Mr. Smith would receive 20% to cover his present ownership, and has subscribed for an additional 6%. Richard G. McBroom, KFIO manager but not now a stockholder, has subscribed for 6%, as has Thomas J. Meenach, real estate and insurance man.

The following have subscribed for 4% (business and professional men): Charles F. Jaeger, Ray L. Barton, Fred D. Williamson, F. S. McWilliams, E. H. Braden, A. B. Rogers, William A. Corey, A. William Morris, Les Critzer, Raymond Enloe, Carl B. Warren, Louis Frederick Pahnke, Lester A. Nelson and William W. Powell. For 2%: J. Walter McLean and Thomas M. Malott. For less than 1%: Lawrence R. Hamblen, W. S. Gilbert, Herbert M. Hamblen, and Phillip S. Brooke.

The Commission also received an application for assignment of license of WILK, new 250-w station on 1450 kc at Wilkes-Barre, Pa., from a partnership to a corporation with no change in ownership. Corporate name is Wyoming Valley Broadcasting Co. Equal owners are Dr. Isiah C. Morgan, president; Harold T. Gray, vice president; Roy E. Morgan, secretary; Mitchell Jenkins, treasurer; Gerald L. Wise, Vernon L. Wise, Thomas P. Shelburne, and Leon Schwartz.

Meanwhile, the $80,100 sales price in the projected transfer of WNCA Asheville, N. C. [BROADCASTING, Jan. 27], was reported to be exclusive of current assets as of Dec. 31, 1946. The buyers, Jacksonville Broadcasting Corp., licensee of WPDQ Jacksonville, Fla., would receive profits and be liable for operating losses, if any, after Dec. 31, 1946, and in addition agreed to advance up to $10,000 for this interim period and lend a total of $9,900 to the present owners at the time the agreement was signed.

WNCA, operating on 1340 kc with 250 w, is owned in equal shares by C. Fredric Rabell, general manager, and Jack O. K. Barfield, James M. Earnest, Albin Knight, Alfred Miller, and Richard M. Arnold. Jacksonville Broadcasting is owned by James R. Stockton, 30%; Linton D. Baggs, Jr., 60%, and Robert R. Feagin, 10%.

Procedure for Disposal Changed by War Assets

NEW procedure for disposal of surplus war electronic material will be put into operation by War Assets Administration, with the trickle of material expected to develop into a large movement as the plan gets under way.

Electronic manufacturers who act as agencies for WAA in sale of surplus will be given a chance to inspect stocks and select items they desire to sell. Red tape will be cut through use of warehouse releases. The plan was announced last Wednesday at a meeting between representatives of Radio Manufacturers Assn. and WAA.

FMA Meet Delayed

ROY HOFHEINZ, president of the newly-formed FM Assn., last week postponed from Feb. 10 to Feb. 14 a meeting of the executive committee, called to approve plans for the organization's campaign to promote FM broadcasting [BROADCASTING, Jan. 27]. The meeting will be held at 10 a.m. Feb. 14 at FMA headquarters, 1019 Denrike Bldg., Washington. On the executive committee with Mr. Hofheinz are Everett L. Dillard, Wayne Coy, Leonard Asch and W. R. David.

Union Coalition

FORMATION of a council of radio arts and crafts by Hollywood's radio unions is nearing completion. AFRA has decided to join, it was announced last week, leaving only IBEW and AFM outside. Los Angeles AFM Local 47 has refused to join.

"FOR GREATER COVERAGE AT LESS COST"
IN PENNSYLVANIA'S RICH ANTHRACITE REGION

1000 W **WHWL** 730 KC

IS A MUST!

"ANTHRACITE'S GREATEST DAYTIME COVERAGE"

NANTICOKE, PA.

FORJOE & COMPANY
National Representatives

EXPECTED ON THE AIR SOON!

49.5%
of all
Iowa radio families
"LISTEN MOST"
to
WHO
(during daytime)
11.4% to Station B!
●
50,000 Watts
DES MOINES
Free & Peters, Inc.
Representatives

KFMB
Sells
SAN DIEGO

KFMB is San Diego's exclusive ABC station. Followers of ABC top flight shows depend on KFMB for primary reception. They listen. We sell. You profit.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

NBC has a RICH NEW PRIMARY AREA in California

KERO Bakersfield

RODMAN RADIO STATIONS
KFRE · KRFM · FRESNO
KERO · BAKERSFIELD ·

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

Lemke

(*Continued from page 16*)

told the committee, "Fred Stanton (sic), the president of the Columbia Broadcasting System, with more vision perhaps than some of the other broadcasting systems, pointed out to the FCC that no change should be made in the FM, 50-mc band at the present time. He pointed out that competition by FM stations would bring about better programs by the larger broadcasting systems."

Congressman Lemke asserted: "It is not freedom of speech to permit the youth of the nation to be debauched. Neither is it freedom of speech to permit the wholesale assassination of character by irresponsible parties — some of them jailbirds—over the radio or in the theatres. The people are entitled to decency over the air and in the theatres."

Mr. Lemke told the committee that radio is not giving the people what they want. "A lot of good programs are going out over the radio, but there's a lot of slush, too," he stated. He foresaw in FM at 50 mc an opportunity for greater competition and better programs and urged the Congress to "encourage FM."

At 50 mc FM can be heard at from 80-100 miles while at 100 mc "you can't get it over 48 or 50 miles," he added. Mr. Lemke criticized programs generally and declared that "if radio doesn't do something to reform itself, we'll have drastic legislation."

FCC Called 'Political'

Representative Lemke offered no solution for "reforming" radio, but told BROADCASTING he felt advertisers should be made responsible for what is said on their respective programs. He criticized the FCC as a "political body" and declared that the Commissioners should not be appointed by the President.

He did not explain just how allocating FM to the 50-mc band would promote more competition and bring about a "better system of programs" as he testified, but he promised the committee that if hearings are held on his resolution he would provide "plenty" of technicians, representaives of "local radio stations," of farm communities and small towns and "people interested in getting better programs over the air" to testify in favor of reallocating FM to the 50-mc band.

He placed in the record a letter written Feb. 1, 1946, by Commander McDonald to Paul A. Porter, then FCC chairman, containing the following 13 questions, which Mr. Lemke charged still are unanswered by the Commission:

McDonald's Questions

1. Who was it who first suggested to the Commission that it take away from FM the 50-mc band, where it had rendered an unequalled service in many areas for five years, and move it to the untried, unexplored, unproved 100-mc band, which, as has now been demonstrated, will make it primarily a city service?

2. Why was the proposal to move FM from the efficient 50-mc band to the inefficient 100-mc band advanced only after FM had proved its superiority to standard AM broadcasting?

3. Why did the Commissioners ignore the advice of the very Radio Technical Planning Board that had been organized at their request?

4. Why did the FCC again ignore the advice of the RTPB which, after hearing the testimony presented at the FCC hearings, voted so overwhelmingly against moving FM?

5. Why did the Commission accept the advice of theorist Norton and ignore the recommendation of seven distinguished propagation experts?

6. Why did the Commission move this great service from the proved, efficient 50-mc band to the untried and unproved 100-mc band against the evidence of the only factual data available, and before itself making actual, comprehensive tests of the new frequencies?

7. Why did the FCC assign television to the 50-mc band when it knew that television was far more subject to interference than FM?

8. Why did the Commission state in its press release that their Laurel findings disproved our findings when it was obvious that they did not, instead of revealing to the public that their long range Andalusia tests confirmed our findings?

9. Why, Chairman Porter, did you ask me to include the 42-44 mc band in our petition, which inclusion brought in objections from various police departments all over the country who had been assigned that band, and from others, after we had indicated our belief that public interest would be served at this time by the reassignment of only the 44-50 mc band?

10. Why did the Commission ignore the uncontroversial factual evidence established by your tests, and ours, and deny the prayer of the petition which we filed at your personal request?

11. Why did the Commission again ignore the testimony of the distinguished scientists who, as above stated, confirmed our findings?

12. Was any weight given by the Commission to testimony of private manufacturers that granting of the petition would interfere with their "short range interests?"

13. Is it the Commission's intention to permit stations now broadcasting on the 50-mc band, and interfering with no other service, to continue on this band long enough for further comparative, nationwide, comprehensive testing with new stations on high power on the 100-mc band, or do you intend to remove them from the aid and forever destroy their opportunity to further demonstrate to the entire radio engineering fraternity and to the public, the much greater efficiency of the 50 mc band for providing service to the farmer?

P. S. Who besides the AM networks could possibly gain by crippling FM?

Text of Representatives Lemke's resolution follows:

Whereas the FCC moved FM broadcasting to the 100-mc band of radio frequencies, and

Whereas this action, to a great extent, deprives the farmers and rural residents of the opportunity to enjoy the benefits of FM broadcasting: Therefore be it

Resolved by the Senate and House of Representatives of the United States of America in Congress assembled,

That the FCC is hereby authorized and directed to assign to frequency modulation (FM) radio broadcasting a section of the 50-mc band of radio frequencies with power assignments available up to at least the maximum amount of power heretofore assigned to FM at any time.

Bailey on Job

"THE TIE that binds," quipped Roy Hofheinz (l), FM Assn. president as he presented an FMA necktie to Bill Bailey, who became FMA executive director Feb. 1. Mr. Hofheinz had the cravats made for members of the board of directors [BROADCASTING, Jan. 13]. FMA offices were opened Saturday at 1019 Denrike Bldg., 1010 Vermont Ave., Washington, telephone National 1612. Mr. Bailey announced appointment of Reba Orr, former secretary to Rep. O'Neal (D-Ky.) as secretary.

Renews With MBS

WCPO Cincinnati has signed a new two-year contract with MBS effective Feb. 1, M. C. Watters, vice president of Scripps-Howard Radio and general manager of WCPO, announced.

Join BMB Subscribers

FIVE NEW stations subscribed to BMB last week, bringing total to 709 stations, 4 major networks and 10 regionals. New subscribers include: WATL Atlanta, WRBL Columbus, WGBC Albany—all in Georgia—and WFBC Greenville, S. C. and WTJS Jackson, Tenn.

5000 WATTS

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

NBC IN RICHMOND, VA.

Buffalo Case Goes Back to FCC

Licensee Responsibility Upheld; WKBW Sale Pends

LICENSEE responsibility under the Communications Act was upheld last week when the U. S. Court of Appeals for the District of Columbia sustained the FCC in part and reversed it in part in the WKBW-Churchill Tabernacle appeal. The case was remanded to the Commission to determine whether an amended time contract "would be contrary to the public interest."

Meanwhile negotiations whereby Churchill Tabernacle, Buffalo, N. Y., would acquire WKBW are under way, James Lawrence Fly, former FCC chairman and Tabernacle counsel, told BROADCASTING.

In effect the court upheld Mr. Fly's contentions at oral argument that the Commission's denial of a license to WKBW because of a time commitment with the tabernacle was too drastic [BROADCASTING, Dec. 2].

In the Court of Appeals decision, written by Chief Justice D. Lawrence Groner, the FCC was affirmed on two issues and reversed on a third. Sitting with the chief justice were Associate Justices Prettyman and Miller. On these issues the Commission was sustained:

1. Whether the decision of the Commission was arbitrary, particularly in its failure to abide by its decision, i.e., its prior approval of the terms of the contract sale.

2. Whether there was substantial evidence to show that the contract provisions as to reservation of time and reverter of license were contrary to public interest.

On this issue the FCC was reversed:

Whether the penalty imposed by the Commission needlessly destroyed private property in achieving a result that could have been just as well obtained under a less drastic order.

Declaring that the Commission's "drastic ruling is punitive only so far as it affects the church," the court found that the Commission failed to make any findings that the provisions of the contract between Churchill and WKBW, or that "a contract for a lesser period of time are contrary to the public interest."

WKBW Built in 1926

Churchill Tabernacle originally owned WKBW, having built it in 1926. In 1928 when the station's power was increased the tabernacle leased the station to an operating firm but in 1931, when the Commission objected to the lease arrangement, the church sold the station to Buffalo Broadcasting Corp., reserving sole use of 17½ hours of broadcast time on Sundays, contract to continue until Sept. 5, 2027. The corporation was to pay the tabernacle $300 a week until September 1936 and $150 weekly thereafter.

In 1942 the FCC designated the license renewal for hearing after, the court found, approving the contract originally and in subsequent renewals.

The FCC decision "overlooks the very heart of the contract, for it is not money indemnity which the church is seeking, and it is not money indemnity which will place it *in statu quo*," said the court. "Its objective was and is the reasonable use of the facilities of its formerly owned radio station in the propagation of its religious doctrines. To deprive it of this is to destroy the bone and marrow of its being."

In strong language Chief Justice Groner wrote that the facts "would justify—if not require—the Commission" to offer the applicant and church the opportunity to substitute for the objectionable provisions "modifications that would not be contrary to the public interest, and that would save for the church privileges necessary to its proper functioning."

The court pointed out that in its previous decisions it had "often said that valuable rights and investments made in reliance on a license" of the FCC "should not be destroyed except for the most compelling reasons. Viewed in this light, we think the Commission's order went too far."

Referring to an agreement between WMPS Memphis and the First Baptist Church, which was approved by the Commission, the court said, "in our view similar action might very well be taken here." The Memphis contract runs concurrently with the station's license but is automatically renewed with each FCC renewal for a 99-year period.

The court sustained the Commission "in so far as it requires the abrogation of the provisions of the contract relating to the reverter of the license, and the reservation of periods of broadcast time for nearly 100 years."

Should Be Remanded

"But we think," the opinion concluded, "the Commission was in error in requiring, particularly without definite findings on that subject, the repudiation of the contract provision providing for reverter of the physical property and the weekly payments to the church.

"In addition, . . . we think the case should be remanded to the Commission to determine, on sufficient findings, whether a contract, modified as to the length of its existence, but allowing a reservation for a reasonable broadcast time, would be contrary to the public interest. And we find nothing in the present rules or practice of the Commission to forbid such arrangement on these lines."

Mr. Fly, in Washington Thursday, said negotiations are well under way looking toward acquisition by the tabernacle of the station which was founded in 1926 by the church organization. Should the deal be consummated all pending litigation would be dropped, he said.

Pending in the New York Supreme Court is a suit filed by Churchill against Buffalo Broadcasting Corp., charging breach of contract.

New Contract Possible

In event the sale falls through, Churchill Tabernacle would negotiate with WKBW in efforts to draft a new contract whereby time commitments would run concurrently with the station's license, in accordance with the court decision, Mr. Fly stated.

Shortly after the FCC ordered the Buffalo Broadcasting Corp. to terminate its time agreement with Churchill, Broadcasting Foundation Inc., subsidiary of Churchill Tabernacle, filed application with the Commission for WKBW's facilities, 1520 kc, 50 kw [BROADCASTING, April 8, 1946].

1947 A Century of Progress

As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
JOHN BLAIR & CO.

Les Schroeder
Dancer-Fitzgerald-Sample
221 N. LaSalle St.
Chicago 1, Illinois

Dear Les:
Talkin' to a guy on the bus monday, and he says "algy, more of my friends get the news from WCHS than anywhere else. How come?" i sez to him, "that's easy, Jack," (his name's Jack) WCHS is the only station in the Kanawha Valley that carries news from both the big news services, United Press and Associated Press, and the news is given the listeners on an average of more'n twice an hour." and that's the truth. We got more people listenin' to the news over our station than a pine forest has needles. Our folks know WCHS is fustest and mostest with the news in the Kanawha Valley, and they listen!

yrs
algy

WCHS
Charleston, W. Va.

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

The Winning Time
is the Time You Buy on
WINR
BINGHAMTON, N. Y.
N.B.C. in the Triple Cities
HEADLEY-REED
National Representatives

NBC ON 590 KC
RADIO WOW 5000 WATTS OMAHA
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

By actual survey
TORONTO'S MOST LISTENED-TO STATION
DIAL 580
CKEY

Sevareid Signed

METROPOLITAN Life Insurance Co., New York, Feb. 17 starts sponsorship of *Eric Sevareid and the News* on CBS, Mon. through Fri. 6-6:15 p. m. Another feature of the series will present Harry Marble, CBS reporter, in daily *Good Hints for Good Health*. Agency is Young & Rubicam, New York.

RADIO WEEK WINNERS SELECTED BY JUDGES

TWO HUNDRED winners in a nationwide letter-writing contest, conducted during National Radio Week, Nov. 24-30, have been selected, the Radio Manufacturers Assn. announced today (Monday).

On the topic, "What I Think About Radio," the contest was sponsored jointly by the RMA and the NAB Assn. of Women Broadcasters. Most of the letters stressed the variety of entertainment radio offers at no cost to the listener. News broadcasts and household information led in popularity among women listeners. Many felt that radio is fostering peace and racial tolerance.

Critical letters were in the minority but a few expressed dislike for certain types of commercials, serial dramas and the more bloodthirsty mystery programs, said RMA. Several letters urged more and better programs for children and youthful listeners as a counter-offensive to juvenile delinquency, while still others suggested a need for better religious programs.

Winners will receive table model radios, donated by manufacturer-members of RMA, at local ceremonies to be held by stations whose letters were selected from among thousands received by women broadcasters during the contest.

Drops 'Players'

SCHENLEY DISTILLERS Corp. has discontinued *Hollywood Players* for Cresta Blanca wines on CBS Wed. 10-10:30 p. m., effective Feb. 26. Agency is BBDO.

Travers Names Powers

JAMES S. POWERS, since 1941 head of the promotion and merchandising department of Yankee Network, last week was named by Linus Travers, Yankee president and general manager, as head of the Yankee Network Institute. Started by Mrs. Travers, the Institute is designed to bring New England listeners the latest developments in the fields of science, law, medicine, art, music, welfare and education. Already underway is series of weekly forum discussions by members of the American Bar Assn. Another Institute venture is a series titled *Journal of the Air*, termed a newspaper given voice, with Mr. Powers as editor.

WAA AGREES TO HEAR KPRO HEAD'S PROTEST

PROTEST against failure of War Assets Administration to use broadcasting extensively in sale of war surplus stocks, submitted to Sen. Sheridan Downey (D-Calif.) by W. L. Gleeson, president of KPRO Riverside, Calif., will be taken up with Northrup Cleary, chief, WAA Advertising and Information Branch.

After Senator Downey had intervened, Mr. Cleary agreed to discuss the matter with Mr. Gleeson Feb. 5 while on a West Coast trip. Mr. Gleeson complained that WAA's advertising budget, believed to exceed $8,000,000, was going exclusively to newspapers and magazines.

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The Winning Time
is the Time You Buy on
WINR
BINGHAMTON, N. Y.
•
N.B.C. in the Triple Cities
HEADLEY-REED
National Representatives

NBC ON 590 KC
RADIO WOW 5000 WATTS OMAHA
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

By actual survey
TORONTO'S MOST LISTENED-TO STATION
DIAL 580
CKEY

Sevareid Signed

METROPOLITAN Life Insurance Co., New York, Feb. 17 starts sponsorship of *Eric Sevareid and the News* on CBS, Mon. through Fri. 6-6:15 p. m. Another feature of the series will present Harry Marble, CBS reporter, in daily *Good Hints for Good Health*. Agency is Young & Rubicam, New York.

RADIO WEEK WINNERS SELECTED BY JUDGES

TWO HUNDRED winners in a nationwide letter-writing contest, conducted during National Radio Week, Nov. 24-30, have been selected, the Radio Manufacturers Assn. announced today (Monday).

On the topic, "What I Think About Radio," the contest was sponsored jointly by the RMA and the NAB Assn. of Women Broadcasters. Most of the letters stressed the variety of entertainment radio offers at no cost to the listener. News broadcasts and household information led in popularity among women listeners. Many felt that radio is fostering peace and racial tolerance.

Critical letters were in the minority but a few expressed dislike for certain types of commercials, serial dramas and the more bloodthirsty mystery programs, said RMA. Several letters urged more and better programs for children and youthful listeners as a counter-offensive to juvenile delinquency, while still others suggested a need for better religious programs.

Winners will receive table model radios, donated by manufacturer-members of RMA, at local ceremonies to be held by stations whose letters were selected from among thousands received by women broadcasters during the contest.

Drops 'Players'

SCHENLEY DISTILLERS Corp. has discontinued *Hollywood Players* for Cresta Blanca wines on CBS Wed. 10-10:30 p. m., effective Feb. 26. Agency is BBDO.

Travers Names Powers

JAMES S. POWERS, since 1941 head of the promotion and merchandising department of Yankee Network, last week was named by Linus Travers, Yankee president and general manager, as head of the Yankee Network Institute. Started by Mrs. Travers, the Institute is designed to bring New England listeners the latest developments in the fields of science, law, medicine, art, music, welfare and education. Already underway is series of weekly forum discussions by members of the American Bar Assn. Another Institute venture is a series titled *Journal of the Air*, termed a newspaper given voice, with Mr. Powers as editor.

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Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Experienced program director with knowledge general station operations as assistant manager. State qualifications, salary. Outstanding opportunity for right man. Box 596, BROADCASTING.

Program director-chief announcer 250 watt network affiliated station in town of 17,000 southeastern United States capable of taking charge in absence of manager. Better than average chance promotion. State experience, qualifications and salary expected. Box 640, BROADCASTING.

New 250 watter, network affiliate, just authorized in Georgia, now accepting applications for engineers, manager and other staff positions. Write full qualifications, references, salary expectations, date of availability. Box 666, BROADCASTING.

Attention good announcers south and southwest tired of trying to eat watts and future advancement promises. If you can sell, here is setup: Job combines announcing 5 days—30 hours, selling rest of time. All daytime work. No local "house" accounts. Business divided between you and two others. Well financed station to open late spring. Only one in home town, complete area covers 200,000. Semi-tropical climate near Gulf resorts. Salary, plus draw against commission, plus gas and oil. Car required. Married man preferred. Convince me in letter why I should see you personally in April or May. Box 668, BROADCASTING.

Wanted—Man with experience in management of radio station. Excellent opportunity. May invest part of capital if desirous of doing so. Box 673, BROADCASTING.

Announcer with some experience for local station with FM being constructed in progressive North Carolina town. If inexperienced, can train under G.I. Bill of Rights. Box 687, BROADCASTING.

Apartments available—250 watt station in small town wants first class engineer; announcing ability preferred, but not essential. Also, station manager with good sales background. Box 689, BROADCASTING.

Radio salesman—Permanent staff member wanted to sell retail accounts for southeastern regional station. Right man can earn substantial income, but must be able to produce results. Write fully first letter. Box 692, BROADCASTING.

Excellent opportunity for commercial manager and salesman in one of the leading cities in the south. Established 250 watt Mutual affiliate. Minimum three (3) years experience required. Give complete background and full details, also photograph, in first letter. Box 693, BROADCASTING.

First class transmitter engineer for local station in Pgh. area. Single man preferred. $35 for 5 day 40 hour week. If satisfactory, first raise in three months. Box 694, BROADCASTING.

Local news reporters wanted by network station near New York. Must be experienced. Send all information first letter. Fifty dollars, 44 hour week. Box 695, BROADCASTING.

Non-network station in metropolitan market has opening for salesman who has successfully sold both local and national accounts and has necessary qualifications to eventually take over commercial managership. State starting salary and give full details, including photo, with first letter. Box 699, BROADCASTING.

Salesmen-sales producers—up to $100. weekly drawing account. RRR, Personnel Service, Box 413, Philadelphia.

First class radio telephone operator. 250 watt local Mutual outlet. Beginner preferred. WWCO, Waterbury, Conn.

Wanted — Combination engineer - announcers, also chief engineer to install 250 watt station in Texas. J. C. Rothwell, Littlefield, Texas.

New station going on air March 1. Need announcers, engineers, writers, program men. Write giving all details with photograph first letter. W. S. Weatherly, WOOB, Anniston, Ala.

Help Wanted (Con't)

First class operator for 5000 watt station. Give complete details, salary expected first letter. KMLB, Monroe, Louisiana.

Wanted: Experienced radio telephone operator for new 250 watt station. Start $45 per week, housing assured. Write details with reference to John H. Biddle, WHUN, Huntingdon, Penna.

Combination announcer with first class license for network station. Promotion opportunity. $200 monthly for 46 hours weekly. Address Manager, Station WRNO, Orangeburg, S. C.

Transcription salesmen—National organization has opening in Chicago and in New York for two men experienced in station sales problems. Work pays extremely well. Travelling a requisite. Your letter of application will govern appointment. Write P. O. Box 1269, Hollywood 28, Calif.

Writers—men or women, legal residents New York State, to create public interest announcements and programs. Opportunity to develop ideas. Civil Service minimum requirements, including similar war service: professional radio writing ranging from two to four years, depending on educational background. Starting salary $3500-$4000. Reply by letter only to Miles Heberer, Director, New York State Radio Bureau, Department of Commerce, 112 State Street, Albany, New York.

Traffic manager, young woman who is competent secretary, TWX operator with practical experience as manager or assistant traffic manager network station. Excellent starting salary with better than average opportunity for rapid advancement. Write, wire or phone KCRA, Sacramento, California.

WTHI now constructing 1000 watt AM and 20,000 watt FM in Terre Haute, Indiana. Now interviewing applicants for sales, program, engineering and office personnel. Write full qualifications, references, salary expectations, stating when you would be available for interview. Write Robert H. Warner, WTHI, 313 Fairbanks Block, Terre Haute, Indiana.

Good announcer with first ticket. $60 weekly to start. Network affiliate. KENO, Las Vegas, Nevada.

Salary is good, working conditions more than agreeable, advancement possibilities over average, if you are an operator-announcer "looking". Send all replies and voice audition immediately. KXLF, Butte, Montana.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KXLJ. Helena, Montana.

New progressive station needs experienced disc jockey and two announcers; salary plus liberal fees. Submit details and disc. Bill Travis, Radio Station WMLO, Room 727 Empire Building, Milwaukee 3, Wisconsin.

New Texas station town 85,000, debuting about March 15, wants salesman; unlimited earning possibilities; man now in Texas preferred. Also copywriter, man or woman. Interviews Dallas February 23 arranged through Box 706, BROADCASTING.

Wanted—Salesman experienced in selling local business. NBC affiliate in outstanding California market. Salary depends entirely on sales ability. Give complete information on radio experience, age, salary earned, whether married, etc. This good opportunity for man who wants permanent job in pleasant, interesting city. KCRA, Sacramento, California.

Chief announcer—A responsible and permanent position with a basic network station is open to an experienced qualified announcer. If you believe you have well-rounded announcing experience, leadership, ability and deserve a well-paying, responsible job you may be the man we want. Interviews will be held at Hotel Kenmore, Boston from 10:30 A. M. to 4:30 P. M. Wednesday, February 5. Bring transcription of your work. Our employees know of this advertisement.

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Two first class ticket combination operator-announcers for new station located in heart of hunting and fishing country. Housing guaranteed. Dry climate. KPRK, Livingston, Montana.

Transmitter engineer with first class license. WPIK, Alexandria, Va.

Salesman—Michigan established ABC station booming market. Our own staff knows of this advertisement. Box 717, BROADCASTING.

Manager—For new local network affiliate in middle south, only men with proven ability and a record which will stand investigation need apply. Will have complete responsibility for organization of staff and all operation. Excellent opportunity. Box 716, BROADCASTING.

Program director—Must plan, execute (including broadcasting when necessary), and maintain good programming on limited budget for aggressive, growing 250 watt network station in competitive, middle-sized market, middle Atlantic state. Experience on successful small station in competitive market under 15,000 population would be invaluable. Ambition and a sense of management problems (financial or otherwise) and responsibility are essential to take full advantage of this opportunity. Please write full details, personal background, experience, salary requirements. Send photo. Box 715, BROADCASTING.

Station Manager. Experienced all phases of station operations from 250 w to 50 kw. Plenty of good sales ideas; versatile; good organizer and administrator. Pioneered in FM sales and promotion. Produced, directed top net shows. Record of accomplishment in station management. Best references. Would like to develop station and make it pay. Known among top agencies and nets. Presently employed. Would consider part pay in stock ownership. Box 704, BROADCASTING.

Opportunities for Broadcast Equipment Sales Engineers

Alert, progressive designer and manufacturer of high quality AM and FM broadcast transmitters, speech equipment and accessories has immediate openings for two experienced sales engineers, preferably at present centrally located in the following territories: (1) Michigan, Indiana, Ohio and Kentucky. (2) Montana, Wyoming, Colorado, North and South Dakota, Nebraska and Kansas. Must be broadcast engineers with at least five years of successful selling experience in this field. Competitive salaries. Write fully.

Collins Radio Company
Cedar Rapids, Iowa

WANTED
RADIO COPYWRITER

We need a man or woman who has had considerable experience writing commercial and retail announcements with plenty of punch. The right person will find this a pleasant job with a good future. If you would like a permanent position with one of Ohio's established advertising agencies, write us giving complete details including your radio experience, age, salary desired. Be sure to send samples of spot announcement and general copy. (Our staff knows of this ad.)

Box 654, BROADCASTING

TROUBLE GETTING RECORDS? Fret no more! **RECORDS FOR RADIO** offers fast, direct buying service on all 78's. Top hits, best standards, all makes, list prices. Copyright info if desired. Small service fee. For details write RECORDS FOR RADIO, 162 W. 56th, New York 19, N. Y.

Western Electric 23B Console in use now, like new. Complete tubes and Rectox J-7 Rectifier Unit. Mounted on modernistic, specially constructed table with natural-finish gumwood surfaces, special tray beneath tabletop to accommodate all cabling. Special heavy brass hinging arrangement which permits instantaneous maintenance of underportion of chassis while console is in use. Complete, ready for installation, $800.00. F.O.B. WESX, Salem, Massachusetts.

PRODUCER-DIRECTOR-WRITER

Now employed as producer-script director of large network originating station in metropolitan area.
5 YEARS EXPERIENCE ALL PHASES OF PROGRAMMING: commercial, public service, dramatic, news, music, variety. LARGE METROPOLITAN STATIONS, NETWORK, FREE LANCE. Desires position as PROGRAM or PRODUCTION DIRECTOR with progressive-minded station or agency to help YOU build outstanding commercial and public service programs THAT SELL. FINEST REFERENCES. BOX 696, BROADCASTING.

TOWERS ! !
IMMEDIATE DELIVERY!

Uniform cross section guyed. 150 feet to 300 feet. Priced to fit the pocket-book. Designed to please the engineer. Complete with guyes and lighting. First come, first served!

RADIO ENGINEERING COMPANY
1355 MARKET STREET
SAN FRANCISCO, CALIFORNIA
MARKET 8171
N. J. PATTERSON, OWNER

Program man-announcer: production and scripts. New Jersey FM station. Opportunity for young man with some experience. Give all details in letter, salary, etc. Attach photo.

Box 710, BROADCASTING

Experienced Salesman Wanted

If you have a successful sales background in radio or newspaper preferably out of New York City, are hardworking, imaginative, aggressive and seeking a high paying permanent connection with top New York City independent station where your income will be reflected by your ability. Write Box 709, BROADCASTING.

HELP WANTED . . . . . .

Experienced announcer familiar with control board operation wanted at KGHL, Billings, Montana. Prefer single, college graduate. Salary open depending on experience, education and ability. Send audition, complete biographical data to KGHL.

Situations Wanted

Network producer will economically build-up your Hooper for $100. weekly. Contact: RRR, Personnel Service, Box 413, Philadelphia.

Nine years announcing, programming, writing, merchandising, and promotion. Some selling. Good musician and hillbilly emcee. Terrific mailpull. State all including salary. Box 493, BROADCASTING.

Experienced manager available—Now general manager Mutual outlet. Fifteen years all phases. Sober, responsible. South only. Box 622, BROADCASTING.

Sales manager available for station that needs hypo in sales. Must be permanent. Outstanding record on basic network affiliate. Veteran. Box 625, BROADCASTING.

Salesman. Available, must be permanent position with future. Excellent references plus volume background. Veteran. Box 626, BROADCASTING.

Program director or **ass't manager:** Thoroughly experienced all phases radio broadcasting. Presently employed network affiliate. If you want a steady, reliable man with the "know how" to do a good job, and ten years experience, let me send you a complete report. Box 649, BROADCASTING.

Program director-announcer, 3½ years experience announcing, programming, production. Excellent NBC audition, references. Available immediately. Box 667, BROADCASTING.

Transmitter engineer, competent, dependable, now employed at CBS affiliate. Will consider position within 400 miles Pittsburgh. Box 669, BROADCASTING.

Announcer-newscaster-producer. Eight years New York radio background. East or west coast. $60.00 minimum. Single 30, vet. Box 681, BROADCASTING.

Disc jockey: 5 year man. Let the audition disc do the talking. Box 682, BROADCASTING.

Sports announcer—You can get good sportscaster cheap by contacting this experienced straight announcer. Excellent voice, diction, delivery. All sports, play by play. Disc will prove it. Veteran, married, reliable, BA Journalism. Also write, act. Present salary adequate, but no opportunity for sportscasting. State salary, talent set-up. Box 683, BROADCASTING.

Successful station manager, 12 years radio. Desire change. Box 684, BROADCASTING.

Publicity director, wide and varied radio and newspaper background, writing and contacts. Will travel. Also have unique program idea for sale. Box 685, BROADCASTING.

Wanted position as radio engineer. Have a second class radio-telephone license. Box 688, BROADCASTING.

Announcer-newscaster: 4 years experience, 5 kilowatt stations. Age 28. Available immediately. Highest recommendations. Box 690, BROADCASTING.

Program director; writer, director, fourteen years. Well known. Able to leave big time pressure. Genuine imagination. New England or near New York. Best references. Serious. Box 691, BROADCASTING.

Writer. Network credits ranging comedy, mysteries, documentaries, seeks position with station or agency writing continuity, commercials or publicity. Box 697, BROADCASTING.

Experienced announcer with 5 years background. Two years at previous station, three years at present job. Want steady work with progressive station. Good background in all phases of announcing especially news and sports. Also commercials, platter shows, interviews. Am dependable. Good references. Box 700, BROADCASTING.

Desire more sports announcing. Three years background. Am sports editor at present job. References. Did description of Boar Hunt on Red Barbers CBS sports program last Dec. Box 701, BROADCASTING.

Salesman, 28, single. Pleasing personality. Conscientious. Excellent references. Daniel Ladd, Glen Head, L. I., New York.

Female, versatile, whip smart. Writes clever continuity, feature women's programs. Good speaking voice. Disc jockey. Eager for chance. M. Stauffer, 836 N. Center, Naperville, Illinois.

Situations Wanted (Cont'd)

Veteran 28, wants a break. No experience. No schooling. Work hard in any phase of announcing, go anywhere. Disc available. Willie Jaeger, 5605 S. Keeler Avenue, Chicago. Phone Portsmouth 5191.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles. Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Attention station managers: Young married couple must leave NYC health reasons. Announcer, experienced, sports, staff, producer. And wife: vocalist, popular, experienced, and other station work. Box 702, BROADCASTING.

Engineer, first class license, references, experienced xmitter, studio control, remotes, transcriptions, technical. Married and steady. Box 703, BROADCASTING.

Can you use veteran 24, married, dependable announcer, disc jockey, producing and directing radio shows? Background consists two years experience, one spent in nationally recognized radio college of broadcasting, majoring in feature, commercial announcing, radio, television acting. Coached in dramatics by MGM talent scout. Excellent references. Box 707, BROADCASTING.

Announcer—Versatile, good speech. Armed Forces Radio and station experience. Graduate announcers school, Radio City, N. Y. Can write, act, sell if necessary. 29, married. Box 659, BROADCASTING.

If You Want Someone who hits the bottle, comes in when the mood prevails, then don't bother to contact this A. M. disc jockey. At Box 708, BROADCASTING.

Program director, 10 years experience in radio, record of achievement, veteran, 29, seeks permanent connection with future. Prefer eastern station. Top references, proven method establishing new stations. Contract, minimum starting salary $6500 per year. Details upon request. Box 711, BROADCASTING.

Available on two weeks notice, announcer and/or program director, now employed ABC station, desires opening with opportunity. Dependable, ambitious and conscientious. Stymied in present position. Box 712 BROADCASTING.

Experienced man, 27, single, with six years top agency background of buying and market research and two years selling for national rep wants position as assistant station manager or agency radio department. Box 713 BROADCASTING.

Steno available evenings and/or Saturdays. Box 718, BROADCASTING.

Experienced continuity writer. Accurate, rapid. Go anywhere. Modest requirements. Box 721, BROADCASTING.

Producer thoroughly experienced musical and dramatic shows. Background includes big productions and net feeds. Desire connection with large progressive organization. Box 720, BROADCASTING.

Engineer—Veteran, married. Ten years experience with 1st class license. Excellent references. Desire permanent position with station in middlewest. Write Box 230, Alliance, Nebraska.

Chief engineer—Veteran. 10 years experience all phases AM and FM. First phone. Prefer Texas, but consider other locality. Minimum $300.00. Box 719, BROADCASTING.

For Sale

For sale because of possible overlap, a 250 watt, full time Mutual station. Located in town of 18,000. Southeastern section. Now clearing $25,000 per year. Station can be bought on part cash basis. Write Box 537, BROADCASTING.

Best offer takes Temco transmitter, 250 watts, never used. Studio console with loud speakers and cabinets, oscilloscope, monitor amplifier, all or part. Box 639, BROADCASTING.

For Sale (Cont'd)

One 23C Western Electric console complete with rectifier. Two No. 55A Shure microphones. One No. 508A Shure microphone. Box 698, BROADCASTING.

For sale—100/250 watt composite broadcast transmitter complete with composite console and speech input equipment, Western Electric program limiter. Now in use, available in 90 days. Call or write Doyle Osman, KXO, El Centro, Calif.

Graph Paper—Logarithmic broadcast frequency scale, 550-1600, rule each 10 kilocycles versus standard three cycle logarithmic scale. Orange ink on 11 x 16½ tracing paper. Ideal for reactance charts, antenna graphs, instrument calibration, etc. $3.25 per hundred sheets. Special papers made to order. Write Graph Paper, 107 South Rhode Island, Mason City, Iowa.

Immediate delivery of the following Western Electric equipment. 633 and 639B microphones, 5A arms, K. S. equalizers, 111C, 119C repeat coils, 124A, D.E.F. line amplifiers, 117, 118 amplifiers, 1216 tubes, Altec Lansing speakers. All equipment new. Regular broadcast station discounts. For full information write or wire Hill Sound Systems, 1609 Alton Road, Miami Beach, Fla. Tel. 5-7333.

1 Western Electric 33-A (5 kw) antenna control unit; 2 WE D-99418 (5 kw) shunt antenna coupling units; 1 WE 2-A phase monitor. All used but in excellent condition. Available immediately. Write Radio Station WOL, 1627 K St., N. W., Washington, D. C.

250 watt composite transmitter all ready to go. Taken out of service October 1, 1946. Best offer takes it F.O.B. KOOS, Coos Bay, Oregon.

1 Collins 12-H console complete with power supply. Good operating condition. Contact WFIN, Findlay, Ohio.

For sale—250 watt full time network affiliate located in excellent southern market. Can be purchased for $100,000. Write Blackburn-Hamilton Co., Radio Station Brokers, Washington, D. C., 1011 New Hampshire Ave., National 7405. San Francisco—235 Montgomery St., Exbrook 5672.

General Radio type 475-A frequency monitor and type 681-A frequency deviation meter taken out of service January 28. First $300 FOB Carlsbad, New Mexico takes it. Wire KAVE, Carlsbad, New Mexico.

65,500 feet of number nine bare copper wire or part thereof at 35c per pound. Joron's Distributing Co., 209 South 3rd Street, Louisville 2, Kentucky.

For Sale: Western Electric 1C frequency monitor. Can be rebuilt for reasonable charge. Frequency 1440 kc. First check for $200 takes it. KMLB, Monroe, Louisiana.

Jack panels, 24 and 48, type 218 Jacks. Will ship immediately. Price $22.50 and $42.50. H. A. Shuman, 1008 S. 55th St., Omaha, Nebr.

Wanted to Buy

Existing or interest in proposed 250/500 watt station in southwest. Replies confidential. Box 595, BROADCASTING.

Financially responsible investor is interested in purchasing control or substantial interest in existing or proposed AM or FM station in east. Complete information requested first letter. Box 627, BROADCASTING.

Wanted—One RCA vertical transcription pickup. Box 686, BROADCASTING.

Wanted: Two vertical lateral pickup assemblies, new or in good condition. Prefer RCA or Western Electric 9B. Send information and price to WINR, Binghamton, New York.

Frequency monitor—Prefer General Radio. KPRK, Livingston, Mont.

Wanted to buy—250 watt AM transmitter and studio consolette. Give full details first letter. Box 714 BROADCASTING.

Miscellaneous

Radio station appraisals—Property values, market analyses. George H. Jaspert, Radio Consultant, Little Bldg., Boston 16, Mass. Hancock 4948.

Would like to meet principles interested in starting FM-AM in Illinois town. Box 705, BROADCASTING.

NOW YOU CAN

INCREASE

YOUR EARNING POWER IN RADIO!

Unless you have had specialized training in radio, under expert guidance—you may not have capitalized completely on your talent. Now is the time—with more and more people coming into radio—to develop your capacities to the fullest degree.

Ernest Molver, Washington editor for CBS News—"My work as news editor has greatly improved as a direct result of my training in this school. My writing and broadcasting ability was augmented."

The National Academy of Broadcasting—oldest school in America teaching broadcasting techniques—offers a complete course of study, including announcing, acting, script-writing, etc. Under the direction of Alice Keith, nationally famous author and educator. GI accredited.

★

Address inquiries to:

NATIONAL ACADEMY OF BROADCASTING

1366 Irving St., N.W., Dept. 108, Washington 10, D. C.

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

Will Sell Outright to Immediate Buyer *for $3600 cash*

5-Minute transcribed quiz show featuring network personalities.

Brand new and different.

The idea of the show . . .

A 5-minute package of lively fun and bright ideas, against a background of sparkling repartee and music, with tested appeal for all women.

A network calibre production.

39 masters available plus 39 scripts in production form.

Write, wire or phone

B. ELLIS ASSOCIATES
11 East 44th Street
New York, N. Y.
Murray Hill 2-7862

TOASTING TEN years for same sponsor is Edgar Bergen on occasion of party celebration held recently at Beverly Hills (Calif.) Hotel. Celebrating (l to r) are: Donovan Stetler, vice president of Standard Brands; Mr. Bergen; Cornwell Jackson, vice president of J. Walter Thompson Co., Hollywood, agency for sponsor.

KELO Requests 5 kw

KELO Sioux Falls has applied to FCC for 5-kw operation on 1320 kc in lieu of its present 250-w assignment on 1230 kc. Sam Fantle Jr., president and general manager, also announced that the station will move shortly to new quarters which later will be expanded to include a 150-seat studio. KELO is licensed to Midcontinent Broadcasting Co., principally owned by Mr. Fantle, which acquired the station last summer from Sioux Falls Broadcast Assn. (KSOO Sioux Falls) for $100,000 and Mr. Fantle's 25% interest in the KSOO licensee, [BROADCASTING, Aug. 26].

NAB Code

(*Continued from page 15*)

H. W. Slavick, WMC Memphis; Arthur B. Church, KMBC Kansas City; Stanley Hubbard, KSTP St. Paul; I. R. Lounsberry, WGR Buffalo; Glenn Snyder, WLS Chicago; Davidson Taylor, CBS; Phillips Carlin, MBS; Clarence L. Menser, NBC. Board liaison members are: Hugh B. Terry, KLZ Denver, chairman; Wiley P. Harris, WJDX Jackson, Miss.

Members of the Standards of Practice Committee are: Mr. Bill; Gayle Grubb, KGO San Francisco; Walter Damm, WTMJ Milwaukee; Ken Dyke, NBC; Harold Fellows, WEEI Boston; John M. Outler Jr., WSB Atlanta; C. T. Lucy, WRVA Richmond, Va.; Eugene Carr, WPAY Portsmouth, O.; Roger Clipp, WFIL Philadelphia.

Using PR Radio

INSUL DISTRIBUTORS has appointed McCann-Erickson's office in San Juan, Puerto Rico, to handle the Puerto Rican advertising of Kelvinator refrigerators and ranges, and of Brunswick-Balke-Collender Products. Radio is being used.

ROBERT R. WARRINER, former research department manager of Lennen & Mitchell, New York, has joined Fuller & Smith & Ross, New York, as manager of the New York office research de-

Industry Still Facing Real Censor Threats, Price Warns

WARNING THAT in a world-wide sense the press, the radio and the motion picture screen are not free, Byron Price, chairman of the board of the Assn. of Motion Picture Producers Inc., told members of the Harvard Clubs of Southern California, meeting in Los Angeles last Friday, that it is time America developed a policy for export of American happenings and ideas. He added that he hoped that policy would be based on the American tenet of private enterprise.

Many Restraints

Both at home and internationally, Mr. Price said, there are today many restraints, and threats of more restraints, upon all the great media of communication. "In our own land of liberty," he declared, "motion pictures are censored regularly in seven states, radio broadcasters are resisting government control of programs, and as lately as the NRA days attempts have been made to license newspapers."

Pointing out that the laws against political subversion, libel, slander, blasphemy and pornography can be invoked against any radio station, newspaper or motion picture company which outrages the moral standards of civilized society, Mr. Price said it is "a quite different and un-American approach" when governing bodies set up censor boards, requiring prior approval and issuing licenses.

"These alien outcroppings could spring from only one cause," he continued. "They arise from a fear by public officials and perhaps by a section of the people that publishers, broadcasters, and motion picture producers are incapable of conducting their affairs without damage to the public interest. The situation translates itself into a distrust of the leadership of private enterprise in these particular fields. That distrust lies controller of communications equipment, Ministry of Aircraft Pro behind motion picture censorship, behind the present restrictions on radio, behind the recurring attacks on the press. . . . Even a few bombastic individuals associated with the press are smugly unconcerned with the censorship troubles of screen and radio."

Mr. Price referred to the statement by Justin Miller, NAB president, in an address at the last annual NAB meeting that "there would seem to be no doubt of the need (for an international broadcasting system) in this day of conflicting idealogies." He called attention to the importance of Mr. Miller's assertion that if a government broadcasting system is to be opposed the alternative must be privately developed international broadcasting.

To Form Company

SIR ROBERT WATSON-WATT, Scottish radar expert, is retiring from British Government service and is to form a private company to be called Sir Robert Watson-Watt & Partners Inc. Firm will give technical advice to the American Sylvania Electric Products Inc., to A. C. Ossor Ltd. in Britain, the J. Arthur Rank cinema group and Ferranti Ltd. The company also will be concerned with other experimental work including television. The scientific team which worked on radar in Britain and the U. S. will be Sir Robert's first partners. From 1940 to '42, Sir Robert was scientific adviser on telecommunications, Air Ministry, and from 1942 was vice-

ESSAY ON VOLSTEAD

'Congressional Record' Prints Remarks by Reedy of WOL

A RADIO commercial almost got into the *Congressional Record* when, at the request of Rep. Francis E. Walter of Pennsylvania, the *Record* printed the radio essay of George E. Reedy, WOL Washington commentator, on the death of Andrew Volstead. The words printed at the end of the comments Jan. 21 were: "And now, here is Stuart Grey with a message from my sponsor and that old, old story—the weather." ?????, Mr. Reedy's sponsor is still wishing the *Record* had continued into the commercial itself.

Mr. Reedy merely had to draw on his own vivid experiences to tell the story of Volstead and the era his Prohibition Act allegedly created. A newsman for over 30 years, Mr. Reedy was one of the top police reporters in Chicago during the reign of "Scarface" Al Capone, Dion O'Banion, and Schemer Drucci.

On his Jan. 27 news program, 7:30 a.m., Mr. Reedy told of the life of the fabulous Capone as he had known it and reported it, from the time of the gangster's first arrest in 1922 through the myriad killings of the era, and finally his death last week. The next day Mr. Reedy tied in the two figures of the "bathtub era," Capone and Volstead.

Mr. Reedy's reportorial career began on the *Chicago Tribune* just after the first World War, in which he had served. In the late 30s he became Washington correspondent for the *Philadelphia Inquirer*. He is the author of several magazine articles, and in the 30s was a commentator on the then Blue Network in New York.

REASONS FOR CHICAGO RADIO DECLINE TOLD

THREE OF CHICAGO's radio editors went on record over WJJD that the blame for the decline of Chicago radio production during the past year rests squarely with the networks and the agencies.

Appearing on *Chicago Forum of the Air*, the radio editors—Ulmer Turner, of the *Chicago Sun*, Adele Hoskins, of the *Chicago Daily News*, and Bill Irwin, of the *Chicago Times*—said network program directors fail to give Chicago talent an opportunity to be heard even during the audition stage.

Mr. Turner pointed to the policy initiated by C. L. Menser, NBC program director, for a special audition system last year which was abandoned in September. He said NBC had conducted auditions for over 150 people, 14 of whom survived the special audition, or secondary stage, and who finally appeared on four transcribed audition programs. He said program directors should go direct to local theatre groups for talent instead of continuing to use the standbys available from the AFRA listings.

Miss Hoskins suggested a network amateur talent program similar to the Arthur Godfrey show as a showcase for unknown Chicago and midwest talent.

Channel Plan

(*Continued from page 15*)

pending cases before May 1, in view of the necessity of re-working the engineering details of at least some of the applications.

On the other hand, FCC Chief Engineer George P. Adair pointed out that use of present engineering standards during the expediting period also would involve ultimate duplication of work.

James A. Barr, head of the Engineering Dept.'s AM Section, noted that failure to use the new standards now would weaken the U. S. position in recommending them to signatories of NARBA.

All-Day Session

The conference, an all-day session, was called in view of (1) the Commission's plan to use the revised standards in processing AM applications during the Feb. 7-May 1 period, and (2) engineers' diverse comments on them.

Under the temporary expediting procedure, applications for new or changed AM facilities filed after Feb. 7 would not be considered until May 1. During that period, FCC and industry engineers would work together to complete the technical processing of all applications now on hand—about 800 in all, including some 150 engineeringly complex cases whose technical processing has not been completed. By May 1, FCC said, all AM applications on file as of Feb. 7 will have been granted or set for hearing.

PROBLEMS confronting 80th Congress were discussed on weekly *New England Forum* of the Air Jan. 25. The program, expanded from a 15-minute to a 30-minute show, originated from the Mayflower Hotel, Washington, D. C., with the following participants (l to r): Rep. John W. McCormack, Mass.; Sen. Styles Bridges, N. H.; Rep. Margaret Chase Smith, Me.; Robert J. Coar, Washington representative of New England Regional Network, moderator; Sen. Brien McMahon, Conn.; Judge Justin Miller, president of NAB.

1-6 A. M. Silent Periods on Specified Dates for 24-Hour Stations Proposed

EDITOR, BROADCASTING:

I am writing to you in reference to a subject which in recent years has proved irksome, not only to myself and thousands of listeners but also undoubtedly to many station owners. This subject is the all-night broadcasting activities of certain stations.

Prior to the war, the FCC set aside one to two weeks in each month for the purpose of monitoring many stations for frequency checks, and on these particular mornings all stations on all frequencies were to remain silent. As the FCC has discontinued this practice, and many new stations are taking to the air, it is a mystery as to how the monitoring source is able to give an accurate check due to the excessive interference caused by the all-night nuisances.

As a typical example, during the hours of 1 to 6 a.m. EST any morning tune the following frequencies —560, 570, 580, 610, 640, 710, 770, 840, 970, 1130, 1230, 1280, 1330, 1340, 1400, 1410, 1450, 1480 and 1490 kcs. Any station desiring to check frequency on any of these mentioned runs into a barrage of interference caused solely by stations not knowing when it is time to close down.

In my opinion, and also the opinion of many others, this 24-hour broadcasting is totally unnecessary. Many stations are granted permits that call for limited hours of operation, sunrise to sunset. If these stations are able to transmit on limited time, why is it that others, even though they are granted unlimited hours, are allowed to hog a channel 24 hours a day, 7 days a week, and 365 days a year broadcasting the same stuff night after night until one wonders if radio in the U. S. is really worth it. All you hear is recorded music, somebody trying to crack a joke and not knowing how, and advertising products that can be purchased in Radiotown that nobody elsewhere gives a hang about.

As a proposal I offer the following alternatives: (1) at least one or two weeks every month all 24-hour stations on all frequencies remain silent from 1-6 a.m. EST so new stations are able to receive an accurate check with a monitoring source and (2) the different monitoring companies get together to establish regular checking periods for their clients so as to avoid interference with the checking of their individual stations, and during this period all 24-hour stations be compelled to remain silent. This could be worked out as outlined under (1). And (3) all stations wishing to operate 24 hours a day be assigned a special frequency in the standard band especially for this purpose. In this manner they would all be grouped together and as their programs are purely for local reception no difficulty would be met in their interfering with each other. This would eliminate the interference caused by 24-hour stations on certain frequencies.

I have been listening to radio since 1923 and these same stations that are now 24-hour broadcasters used to broadcast test and special programs and ask for reports from distant points, and yes, even went so far as to offer a prize for the most distant report received. It seems that they have forgotten their early days when they first came on the air anxious to see how far they were reaching out. If they received a letter from across the continent or from a foreign listener they were mighty proud. How quickly they have forgotten those good old days! By the same token the hundreds of new stations coming on the air today and tomorrow would also like a chance to see how far they are reaching out.

In closing may I say I will be pleased to answer any and all comments that anyone may have to offer on this subject.

Yours for the clearing of the air waves of these irksome all-night shows and for better listening after 1 a.m.

CARROLL H. WEYRICH.
January 24, 1947.

60 Nations Invited To World Meeting

Telecommunications Talk Will Begin May 15

INVITATIONS to some 60 nations for a World Telecommunications Conference at Atlantic City, beginning May 15 [CLOSED CIRCUIT, Jan. 27], have been issued by the State Dept., it was announced last week.

Francis Colt deWolf, chief of the State Dept. Telecommunications Division, said a World Radio Conference, which opens May 15, should last about three months. It will be followed by a World High-Frequency Conference—the first of its kind—which should run about a month.

The plenipotentiary conference, beginning July 1, should conclude in a month or six weeks, he said. The U. S. will name three delegations—one each to the radio conference, plenipotentiary session and high-frequency assembly. Charles R. Denny, FCC Chairman, is slated to head the Commission's delegation, with E. K. Jett, authority on international communications, as vice chairman.

Mr. deWolf said the telecommunications conference should be over before the NAB annual convention, which is scheduled to open in Atlantic City Sept. 15. All World Telecommunications sessions will be held in the Ambassador Hotel.

Daily meetings of an industry-Government committee, preparatory to the conference, are being held at State Dept. headquarters under chairmanship of Harvey B. Otterman, assistant chief, Telecommunications Division. Mr. deWolf's division moved a fortnight ago from 1818 H St. N.W. to the New War Dept. Bldg., 21st St. and Virginia Ave. N.W.

Upcoming

Feb. 10-11: NAB Legislative Committee, Mayflower Hotel, Washington.
Feb. 13: NAB-RMA Liaison Committee, Hotel Mayflower, Washington.
Feb. 14: FMA Executive Committee, FM Hdqtrs., Washington.
Feb. 18-19: NAB Public Relations Executive Committee, Statler Hotel, Washington.
Feb. 24-25: NAB Music Advisory Committee, New York.
Feb. 26-27: NAB Freedom of Radio Committee, New York.
March 5: NAB Standards of Practice Subcommittee, Washington.
March 6-7: NAB Program Directors Executive Committee, Washington.
March 6-9: Annual Conference on Station Problems, Oklahoma U., Norman, Okla.
March 7-9: Assn. of Women Broadcasters Annual Convention, Hotel Roosevelt, New York.
March 10-11: National Marketing Conference, sponsored by U. S. Chamber of Commerce Domestic Distribution Dept., Hotel Stevens, Chicago.
March 15: Assn. of Women Broadcasters, "Women in Radio" Conference, Cornell U., Ithaca, N. Y.

Beauty on File

WHEN DU MONT had finished its demonstration at the Tuesday FCC hearing session in New York, Dr. T. T. Goldsmith, director of research, asked permission to conclude as the Du Mont station always does its telecasts, and when it was granted brought the audience to its feet for the Star Spangled Banner, played while the receiver screens displayed a fluttering flag. An hour later, when the sesson was about to adjourn, Dr. Peter C. Goldmark, developer of the CBS color system, asked leave to enter a final exhibit, presented Miss Patti Painter, who had spent the better part of two days in front of the color camera in the CBS video lab. Chairman Denny, in an off-the-record aside, ordered her marked Exhibit 70 and put in the Commission file.

RMA Meeting to Study Radio Promotion Projects

BOARD of Directors of the Radio Manufacturers Assn. will meet with other RMA committees Feb. 17-19 at the Stevens Hotel, Chicago, with Ray C. Cosgrove, Crosley Radio Corp., presiding. The board will act on promotion projects, including the 1947 National Radio Week and the radio-in-every-room drive, in which NAB is participating. The RMA Advertising Committee will meet Feb. 6 with John M. Outler, Jr., WSB Atlanta, and Hugh Higgins, representing the NAB promotion subcommittee, taking part.

Transmitter Orders Top $15 Million in 9 Months

ORDERS for broadcast transmitters during the third quarter of 1946 totaled $7,533,833, Radio Manufacturers Assn. announced Friday. Of this figure, $4,245,634 included AM transmitters, $2,038,636 television and $1,269,320 FM. Orders for the first three quarters of 1946 totaled $15,227,173.

Sales of broadcast transmitting equipment totaled $1,662,933 during the quarter, consisting of $1,159,433 AM, $269,900 television and $233,600 FM. Studio equipment sales, AM and FM, totaled $514,217 during the quarter, with the nine-month figure being $966,560.

Speakers Named

ADDITIONAL speakers have been announced for the Arno Huth series of lectures on international broadcasting to start Feb. 4 at New School for Social Research, New York [BROADCASTING, Jan 6]. Included are A. A. Schechter, MBS vice president in charge of news and special features; Mrs. Dorothy Lewis, coordinator of listener activity, NAB; Christopher Cross, U. S. radio liaison officer, UN.

At Deadline ...

WOKO GIVEN EXTENSION; RENEWALS GRANTED

WOKO Albany, loser in fight to have Supreme Court reverse FCC denial of its license renewal application and now seeking to continue under corporate reorganization [BROADCASTING, Jan. 20], given 30-day extension of special temporary authorization Friday. Old STA would have expired Friday midnight.

Commission gave regular renewals to Feb. 1, 1950, to KOME KROS KGEZ KGFW KHUB KPDN KPKW KRBA KRJF KSUB KVOX WBAC WBRK WBRW WDMJ WGAA WJPF WJPR WKRZ WLAV WNHC WSOY WTRC WINX WFIG WGAU WIZE WHHM KVIC WEBR KVSF KAND (Comr. C. J. Durr voted for hearing on KVSF and KAND applications; Comr. Ray C. Wakefield, for further information on WEBR case). WEEU granted renewal to Nov. 1, 1949; KSOO to May 1, 1948; following to Feb. 1, 1950, with Comr. Durr voting for further inquiry: KATO WDSR WMON WRHI. License for WGR Buffalo main and auxiliary transmitters granted, pursuant to sale of WGR to Leo J. Fitzpatrick and I. R. (Ike) Lounsberry [BROADCASTING, Nov. 11].

Following licenses extended on temporary basis to April 1: WINX synchronous amplifier; WJOI WJOL. KOMA special temporary authority extended to Feb. 28. WRAW WWPG licenses extended 60 days. Following extended temporarily "pending further study of information requested": KCMJ WCTA WTSB.

In commercial TV, following licenses renewed to Feb. 1, 1948: WBKB CBS-TV WNBT WPTZ.

FCC Friday announced approval of 21-year voting trust agreement giving control of Ledger Dispatch Corp., which indirectly controls WTAR Norfolk (790 kc, 5 kw), to S. L. Slover, H. S. Lewis, and P. S. Huber Jr. Messrs. Slover and Lewis own minority interests and hold about 50% as trustees under will of late Paul S. Huber.

FIVE NEW AM STATIONS ANNOUNCED BY FCC

TWO NEW AM stations for Anchorage, Alaska, one regional and one local, and new daytime outlets for Marion, Ind.; Hempstead, N. Y., and Beaumont, Tex., authorized by FCC and announced Friday. Anchorage regional grant, for 5 kw on 550 kc, went to KFAR Fairbanks owners.

KHBC Hilo, Hawaii, authorized to change from 1230 to 970 kc, increase power from 250 w to 1 kw.

New station grants:

Anchorage, Alaska—Midnight Sun Broadcasting Co. (KFAR Fairbanks licensee). 550 kc, 5 kw, fulltime. Austin E. Lathrop, president, owns 94.99%.

Anchorage, Alaska—Keith Capper d/b as Aleutian Broadcaster. 1240 kc, 250 w, fulltime. Sole owner night club and restaurant.

Marion, Ind.—Marion Radio Corp. 1600 kc, 1 kw, day only. Principals: John H. Bone, president (50%), former Army captain; Dr. E. Schons, vice president (33 1/3%), St. Paul physician; William E. Schons, secretary-treasurer, (16 2/3%), war veteran.

Hempstead, N. Y.—Elias I. Godofsky. 1100 kc, 250 w, day only. Has conditional FM grant for Hempstead. Former 16 2/3% owner of WLIB New York. Engaged in real estate business.

Beaumont, Tex.—KTRM Inc. 990 kc, 250 w, day only. Principal stockholder is Frank B. Neil Jr. (30%). KRIC Beaumont special events director. T. N. Whitehurst holds 10%, with 21 additional stockholders holding remainder of stock.

MEDAL TO GODLEY

PAUL F. GODLEY, consulting engineer, awarded Marconi Memorial Commemorative Medal by Veteran Wireless Operators Assn. Award commemorates his conquest of Atlantic by amateur radio signals 25 years ago. He has been in communications and radio 40 years (see Respects sketch, BROADCASTING, Dec. 30, 1946). Presentation takes place at 22d association dinner Feb. 15 at Astor Hotel, New York.

CPs FOR 25 FM OUTLETS AUTHORIZED BY FCC

CONSTRUCTION PERMITS for 25 FM stations, including nine issued in lieu of previous details, and conditional grant for one announced by FCC Friday.

Effectuating promise to juggle Class B allocations plan to add channels in areas where practical and advisable [BROADCASTING, Jan. 13], Commission reallocated Channel 221 from Washington, D. C. area to Front Royal, Va. to permit conditional grant to Hoyle Barton Long, replacing No. 221 at Washington with No. 246 from Richmond, Va. Similarly, No. 280 was deleted from Fond du Lac, Wis. and added at Madison for CP to WIBA Madison, with No. 252 taken from Madison and added at Fond du Lac. No. 729 was taken from Clinton, Iowa, and replaced by No. 254.

Mr. Long, Front Royal conditional grantee, owns Skyline Caverns, is partner in Skyline Chinchilla Ranch, has real estate interest, and is half-owner of oil company.

FCC Comr. Clifford J. Durr voted for hearing on isuance of CPs to three Charlotte, N. C. applicants; Surety Broadcasting Co.; Inter-City Adv. Co. (WAYS), and Radio Station WSOC (WSOC).

CPs as follows (power is effective radiated power; antenna height, height above average terrain; AM affiliation in parentheses):

*Surety Bcstg. Co., Charlotte, N. C.—Class B; 101.1 mc (Channel 266); 50 kw; 400 feet.
*Inter-City Advertising Co. (WAYS), Charlotte, N. C.—Class B; 102.9 mc (No. 275); 20 kw; 435 feet.
*Radio Station WSOC (WSOC), Charlotte, N. C.—Class B; 100.7 mc (No. 264); 34 kw; 435 feet; conditions.
**Harry M. Ayers (WHMA), Anniston, Ala.—Class B; 103.9 mc (No. 280); 19 kw; 730 feet.
**Donald W. Reynolds (KFSA), Fort Smith, Ark.—Class B; 101.3 mc (No. 267); 140 kw; 780 feet.
Pacific Agr. Foundation Inc. (KQW), San Francisco, Calif.—Class B; 94.9 mc (No. 235); 44 kw; 1,265 feet.
Western Conn. Bcstg. Co. (WSTC), Stamford, Conn.—Class A; 104.7 mc (No. 284); 500 w; 340 feet.
**Constitution Pub. Co. (WCON), Atlanta, Ga.—Class B; 98.9 mc (No. 255); 20 kw; 500 feet.
**Savannah Bcstg. Co. (WTOC), Savannah, Ga.—Class B;; 98.5 mc (No. 253); 43 kw; 510 feet.
**WCBS Inc. (WCVS), Springfield, Ill.—Class B; 101.7 mc (No. 269); 25 kw; 415 feet.
Southeastern Mass Bcstg. Corp., New Bedford, Mass.—Class A; 105.5 mc ((No. 288); 880 w; 250 feet.
Royal Oak Bcstg. Co. (WEXL), Royal Oak, Mich.—Class B; 92.1 mc (No. 221); 13.4 kw; 430 feet.
**Joplin Bcstg. Co. (WMBH), Joplin, Mo.—Class B; 102.3 mc (No. 272); 140 kw; 445 feet.
**KOAD World Pub. Co. (KOWH), Omaha, Neb.—Class B; 92.5 mc (No. 223); 380 kw; 560 feet.
Brockway Co. (WMSA), Massena, N. Y.—Class B; 93.1 mc (No. 226); 5 kw; 385 feet.
**Troy Bcstg. Co. (WTRY), Troy, N. Y.—Class B; 102.3 mc (No. 272); 3.5 kw; 970 feet.
United Garage & Service Corp. (WINK, Ft. Myers, Fla.), Lakewood, Ohio—Class A; 104.3 mc (No. 282); 250 w; 360 feet.
Fred Jones Bcstg. Co. (KFMJ), Tulsa, Okla.—Class B; 93.3 mc (No. 227); 34 kw; 500 feet.
Southern Ore. Bcstg. Co. (KUIN), Grants Pass, Ore.—Class B; 102.3 mc (No. 272); 2.2 kw; 1690 feet.
Lone Star Bcstg. Co., Fort Worth, Tex.—Class B; 103.7 mc (No. 279); 15 kw; 290 feet.
Western Waves Inc., Seattle, Wash.—Class B; 94.7 mc (No. 234); 48 kw; 1,530 feet.
**Fisher's Blend Station (KOMO), Seattle, Wash.—Class B; 92.7 mc (No. 224); 4.5 kw; 435 feet.
***Badger Bcstg. Co. (WIBA), Madison, Wis.—Class B; 103.9 mc (No. 280); 310 kw; 960 feet.
Milwaukee Bcstg. Co. (WEMP), Milwaukee, Wis.—Class B; 96.3 mc (No. 242); 35 kw; 410 feet.
Journal Co. (WTMJ, The Milwaukee Journal), Wausau, Wis.—Class B; 96.1 mc (No. 241); 20 kw; 800 feet.

*Comr. Clifford J. Durr voting for hearing.
**In lieu of previous details.
***Result of changes in tentative channel allocation plan.

STATE FM planning committees asked by FCC to report progress in setting up statewide FM educational networks.

NEWS LISTENING UP

EVENING NEWS and commentator ratings in 1946 reached new highs previously equalled only during Battle of the Bulge and early 1945 European war events, supplementary Hooperating, issued three times annually, reveals. News listening was at peak in 1945 on V-E day; in 1946 during December. Substantial pickup in volume of sponsored network hours occurred in 1946, with total less than that recorded in recent years but above pre-war level in 1940.

REED ROLLO NOMINATED FOR BAR PRESIDENCY

REED T. ROLLO, Washington resident partner of Kirkland, Fleming, Green, Martin & Ellis, last week was nominated for presidency of Federal Communications Bar Assn. by nominating committee, of which Horace L. Lohnes, of Dow, Lohnes & Albertson, is chairman. FCBA will hold its annual meeting Feb. 18 at Mayflower Hotel, Washington.

Mr. Rollo is slated to succeed Philip G. Loucks of Loucks & Scharfeld. Ordinarily Mr. Loucks automatically would become member of executive committee but he had requested nominating committee not to consider him, feeling board should not be self-perpetuating.

Carl I. Wheat, former FCC asistant general counsel, was nominated for first vice president; Guilford Jamieson for second vice president; Russell Rowell, treasurer, and John H. Nudlin, secretary. Nominated for the executive committee were Arthur W. Scharfeld and Neville Miller, former NAB president.

FCC Friday dismissed five pending television applications of Paramount-Du Mont subsidiaries in Cincinnati, Cleveland, Dallas, Boston and Detroit. Applicants have 20 days in which to ask hearing. Du Mont granted video station in Pittsburgh Jan. 16 [BROADCASTING, Jan 20].

FCC postponed oral argument on future interpretation of multiple ownership rules [BROADCASTING, Jan. 13] to Feb. 24. Original date Feb. 7 but FCC had interfering commitments and counsel needed more time to prepare briefs.

Closed Circuit

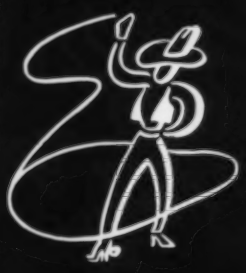
(Continued from page 4)

lems Division was a war problem in itself? He's now administrative assistant, at $10,000 per year, to cowboy Sen. Taylor (D-Idaho) which probably accounts for Senator's unusual interest in radio-connected union activities.

CAPITAL OBSERVERS amused over transition from New Deal to Republican control of Congress which appears to be no transition at all. Numerous erstwhile New Dealers who performed "downtown" in 14-year New Deal span finding lucrative and influential positions as experts both in Library of Congress and on Capitol Hill under GOP control. Observers wondering who's outfoxing whom.

MAJ. EDWIN H. ARMSTRONG, FM inventor, was in town all last week. So was former Sen. Burton K. Wheeler, ex-head of Senate Interstate Commerce Committee, recently retained by Zenith to represent that company in its patent fight with RCA [BROADCASTING, Jan. 27]. Could they have gotten together in connection with patent squabble as well as with impending legislation dealing with radio?

Name Yore Pizen, Pardner...



- **If you're mighty—mighty little, that is . . .**

  You can do with some experienced wranglers these days. Don't say the best costs too much. Even a mighty little station can afford "The Texas Rangers"—America's finest library of transcribed western tunes. They're priced to your size — and the size of your market.

- **If you're mighty big—big, that is . . .**

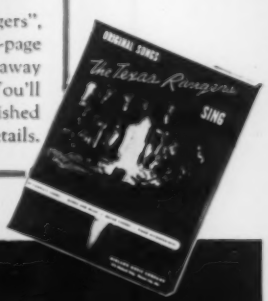
  "The Texas Rangers" have notched a couple guns in the fastest of company. Stars of Hollywood movies and network radio, they sing the songs loved in New York as well as St. Joe. Over 500 of them on wax to build hundreds of topflight programs—keeping Hooperatings shooting high!

- **If you're new to the business—a tenderfoot, that is . . .**

  You can hire "The Texas Rangers" to do your riding, and you've got the best of the west in the saddle. Of particular importance to those just staking out their first claim, "The Texas Rangers" provide an almost endless combination of programs with the music that never grows old. For those with the FM brand, the wide-range vertical cut transcriptions mean the best!

AND NOW — ANOTHER "NOTCH"

Along with your sponsorship of "The Texas Rangers", you now have the added ammunition of a 48-page song book and picture album. What an ideal give-away or self-liquidating offer! You get copies at cost. You'll say it's the most attractive western song book published to date. Write — better yet, wire — for complete details.



The Texas Rangers

George E. Halley, Manager, Syndicated Features

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PICKWICK HOTEL, KANSAS CITY 6, MISSOURI